

# Ambassadors Committee Guidelines

The Ambassadors are a prestigious group of Chamber members who want to volunteer their time to be a more active member within the Chamber as well as within the Ruston-Lincoln business community.

Being an Ambassador offers you a unique opportunity. Ambassadors work with the Ruston-Lincoln Chamber of Commerce staff and Board of Directors to increase membership, improve member retention, strengthen awareness of Chamber benefits, volunteer their time to assist with various Chamber events, as well as being a part of the decision making of our business community.

## I. GENERAL INFORMATION

- A. The Vice Chair of Community Development of the Chamber board and Chair of Ambassadors will appoint ambassadors on a quarterly basis.
- B. An Ambassador must be a member or be employed by a member in good standing of the Ruston-Lincoln Chamber of Commerce. An Ambassador should, if applicable, have the formal endorsement and support of his/her employer or supervisor.
- C. Ambassadors meet the fourth Tuesday of each month at Noon. The meeting location will be announced prior to each month's meeting. Attendance is expected.
- D. Ambassadors will pay \$5 for a name badge. Replacement name badges are \$25. Ambassadors are expected to wear their nametags at all official Chamber events.
- E. Ambassadors serve as hosts at monthly Chamber events, such as luncheons and Business After Hours. Ambassadors are encouraged to bring prospective members. Ambassadors must sign-in to receive credit for attending events.

## III. GOAL

- A. To attend ribbon cuttings and groundbreakings
- B. To welcome new members by way of a phone or personal contact
- C. To meet and greet at monthly Chamber meetings/events

- D. To assist with membership development activities and events

#### IV. **STANDARD**

- A. Ambassadors will be well groomed, dressed in the appropriate attire, and wear nametags.
- B. Ambassadors will arrive fifteen minutes in advance of ribbon cuttings.
- C. Ambassadors will conduct themselves appropriately and be cognizant of the fact that the ribbon cutting is meant to emphasize the new or reopened business and not the Ambassadors themselves. Ambassadors will not promote their own business interest at ribbon cuttings other than through business card handout & introductions.

#### V. **GUIDELINES**

- A. Ambassadors will make a one-year commitment to the committee.
- B. Ambassadors will attend no less than 50 percent of ribbon cuttings per each quarter. Ambassadors failing to meet the attendance required will be asked to resign. Extended "excused absences" may be obtained by contacting the Chamber.
- C. Every effort will be made to schedule ribbon cuttings on Tuesday or Thursday at 10:00 a.m. or 2:00 p.m. However, the Chamber will accommodate member requests outside of these times when possible.
- D. Ambassadors will welcome new members each month through personal or phone contact.
- E. Prospective Ambassadors
  - a. Prospective Ambassadors have 90 days to evaluate the committee and make a final commitment to the expectations of the Ambassador committee. Prospective Ambassadors will receive attendance credit during the evaluation period.
  - b. Prospective Ambassadors will attend 50 percent of monthly ribbon cuttings and attend two monthly Ambassador meetings during a three month period before becoming an official Ambassador and receiving a name badge.

- F. New Ambassadors are required to attend a new member orientation meeting in order become acquainted with the Chamber mission. Ambassadors will be notified of these events.

**VI. SPECIAL EVENTS AND SPEAKERS**

Occasionally a member of the Chamber board or staff will be invited to address the Ambassadors to keep them informed of current business and so that they become familiar with committee members. The chairman of the board will be invited to address the Ambassadors once each year.

**VII. AMBASSADOR OF THE QUARTER/YEAR**

- A. Ambassador of the Quarter is based on the total number of points accumulated during the quarter. He or she will receive a certificate, be recognized at the monthly Ambassador meeting, be highlighted in the Chamber Checklist, and on the Chamber’s Facebook page.
- B. Ambassador of the Year is based on the total number of all points accumulated during the year. He or she will receive the same recognition as Ambassador of the quarter and be awarded Ambassador of the Year at the Chamber’s annual banquet.

**VIII. POINT SYSTEM**

The following system will be used to accumulate points toward Ambassador of the month, quarter, and year. Ambassador of the Year will be awarded to the volunteer who accumulates the most points over a twelve-month period from January 1 through December 31.

<b>Action</b>	<b>Points</b>
Attendance – ribbon cutting, open house, groundbreaking	20
Attendance –without nametag and/or after presentation has begun	10
Attendance – monthly meeting	10
Recruiting – new ambassador	5
Recruiting – new member (may be referred to Chamber staff)	5
Other – meet & greet at luncheons, welcome calls, etc	5