



## Halifax County Chamber of Commerce Ambassador Program



### Program Mission

It is the mission of the Halifax County Chamber of Commerce Ambassador Program to promote member engagement and retention by:

- Raising awareness of Chamber activities and benefits to the community
- Informing and involving new Chamber members to promote strong continuing membership
- Encouraging meaningful participation in the Chamber's programs
- Serving as a liaison between the Chamber staff and membership

### Who are the Chamber Ambassadors?

The Ambassador Program consists of volunteers who are current Chamber members who donate their time to assist the Chamber in various activities. Ambassadors serve a term of one calendar year, beginning in April of each year. Ambassadors can continue to serve after the one-year term if agreed upon by the Ambassador and the Chamber President.

### Program Benefits for the Ambassadors

- Increased name and face recognition
- Ample networking opportunities
- Increased referral opportunities through other Ambassadors
- Potential media coverage from attendance at Chamber events
- Gain an insider's perspective of the local business community
- Opportunity to meet local business and community leaders
- Chance to help the community and show community pride



## Requirements

As an Ambassador, you are required to:

- Be a current member of the Chamber of Commerce
- Have your employer's approval to participate in the program
- Participate in the Ambassador Orientation Program
- Serve for a period of at least one year
- Always promote the Chamber in a positive manner Service Opportunities and Responsibilities

As an Ambassador, you have the opportunity to select your participation with Chamber activities. The opportunities may vary from year to year, but can include:

- Assisting at the welcome/registration table at Chamber some events/meetings
- Attending ribbon cutting / grand opening celebrations
- Serving as a mentor for new Chamber members
- Serve as a welcoming committee for new Chamber members
- Refer potential ambassadors to the Chamber staff
- Promote and spread the word about Chamber events

Other varied duties as specified Service Hours Opportunities will be announced via email. If an opportunity appeals to you, reply to the email message. Opportunities are generally filled first-come, first-serve.





### Additional Chamber Ambassador Responsibilities:

- Attend Ambassador meetings – To help facilitate communication, the Ambassadors meet quarterly. These meetings present an excellent opportunity to network with fellow Ambassadors. Past events, upcoming opportunities and on-going projects are also discussed.
- Serve as a representative of the Chamber by regularly attending Chamber events – Ambassadors are always encouraged to attend Chamber events, even if they are not officially “working.” Being an Ambassador means showing your support for the Chamber and should be viewed as an opportunity to network, not an obligation. Understand and be able to communicate Chamber membership benefits; you should become familiar with everything the Chamber has to offer. If people have questions about the Chamber, be prepared to provide answers or direct them to the Chamber Staff.
- Facilitate communication between the Chamber Staff and membership – If you encounter a member with an issue or see a trend (positive or negative) during your interactions with members, always communicate this information to the Chamber staff. Likewise, make sure to communicate messages from the Chamber leadership to members as appropriate.
- Serve as a liaison between the Chamber and new members – New members often have interesting perspectives. They may offer ideas from other Chambers they belonged to or may share expectations as a new member. Always listen to what they have to say and assure them you will pass their comments on to the Chamber staff.
- Deliver Membership Decals to new members - Delivering Membership Decals is another way for the Chamber and you to connect with the member.



*connect engage prosper*



Ambassador Application 2018-2019

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Employer: \_\_\_\_\_

Address: \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ (work) \_\_\_\_\_ (mobile)

Why do you want to be a Chamber Ambassador? (Check all that apply)

- Expanding your business
- Volunteer opportunities
- Networking
- Community involvement

Why do you think you would be a good Ambassador for the Halifax County Chamber of Commerce?

Does your employer support your desire to become a Chamber Ambassador? (please circle one option below)

Yes    No

Please return this via email to [info@halifaxchamber.net](mailto:info@halifaxchamber.net) or mail to Halifax County Chamber of Commerce PO Box 399, South Boston, VA 24592. Call (434)572-3085 for more information.