



## **AMBASSADORS PROGRAM GUIDELINES**

### **Goal**

**The primary goal of the Ambassadors Program is to retain current Chamber members.**

In pursuit of this goal, Ambassadors will

- 1) Increase members' knowledge about programs, services and marketing available
- 2) Participate in welcoming new members, mentoring, etc. existing ones
- 3) Help members resolve any Chamber-related problems and solicit their feedback
- 4) Keep the channels of communication open between the membership and the Chamber's Board of Directors

### **Benefits**

- Enhanced career development for Ambassador
- Increased exposure for Ambassador's business
- Expanded base of contact and clients
- Recognition of Ambassadors at luncheon, ribbon cuttings, and chamber events
- Ambassador of the Year recognition (if selected).

### **Responsibilities**

1. **AMBASSADORS' DUTIES:** Ambassadors serve the Chamber by supporting the Retention arm of the Membership.

- Ambassadors assist with Membership Services in retaining members and are the goodwill arm of the Chamber through monthly phone calls and site visits.
- Ambassadors identify and assist with recruiting members for the Chamber.

- Ambassadors mentor new members and assist them with getting acclimated into the Chamber.
- Ambassadors greet members and guests at Chamber functions and offer their services whenever volunteers are needed at events.
- Ambassadors volunteer for Chamber events and assist with finding sponsors for these events, selling tickets, etc.

2. COMMITTEE OFFICE: The committee is led by a Chair with the term running from Jan 1 through Dec 31 of the following year. The Chair is responsible for conducting the meetings and general direction of the committee. The Chair is elected by the Ambassador organization.

3. BOARD LIAISON: The Chamber Board of Directors provides a liaison to the Ambassadors who is responsible for updating the Ambassadors on the latest Board-level developments and goals, as well as updating the Board on what the Ambassadors are doing.

4. MEETINGS: Meetings are held on the second Tuesday of the month (unless otherwise notified) from 11:30-1:00pm. The lunch rotates to various member restaurants. Meals are dutch unless you are awarded Ambassador of the Month.

5. NAME BADGES: Name badges are awarded to all new Ambassadors. Please wear them at all Chamber functions to be identify as an Ambassador. The Chamber will provide your first name badge; however, lost/misplaced/damaged badge replacement costs must be incurred by the individual.

6. ATTENDANCE REQUIREMENTS: Following are the activities that must be met and maintained to retain active Ambassador program participation:

- Attend monthly Ambassador meetings. An Ambassador may be asked to step down if he/she has three absences within one calendar year.
- Attend 2 Chamber Functions/Events per month (e.g. Business Before/After Hours, fundraisers/ribbon cuttings). Welcome and visit with new members.

7. CONTACT LIST ASSIGNMENT: Each Ambassador is asked to make face to face or phone contact with their contacts once per month. Contacts are assigned monthly at the Ambassador lunch. During contact you are asked to notify them of upcoming events and collect Chamber information and solicit feedback about ways to improve the Chamber. The contact must be made with the designated member or someone above the designated member (this ensures that the decision-maker for the business regarding Chamber membership feels included and valued as a member).

8. AWARDS: Recognition records are essential for evaluating Ambassador performance for awards and for determining the need for any changes to the program. Each Ambassador earns points for every event attended. Ambassador of the Year is awarded to the Ambassador that has earned the most points for the year. The award is presented at the Chamber's annual event.

#### POINTS:

Monthly Lunch, After Hours, Ribbon Cuttings- 1 point

New Member Recruiting- 5 points for each new member recruited

Special Events (Golf, BPE, Expo, Etc...)- Points are awarded based on level of involvement

#### **Selection**

1. Active Ambassadors, staff, Board of Directors and the membership may submit names. If a space is available, the applicant will be invited to attend the next Ambassador meeting as a member.

2. The Ambassador's company must be a Chamber member. If the Ambassador changes jobs the new company must be a Chamber member, or must join within a month, or the Ambassador will no longer be permitted to participate

3. The number of Ambassador positions is determined by the Ambassador Committee with Chamber staff input. When an Ambassador resigns, the next person on the waiting

list will be considered for that position. Should a past Ambassador desire reentry to the program, he/she will be added to the waiting list.

4. Acceptance as an Ambassador is based on the individual and his/her knowledge of and length of time in the community. Therefore, should an Ambassador terminate participation or leave his/her company, the company is not reserved a "space" in the program.

## **Ambassadors are Expected to:**

### **Serve the Chamber by Supporting Member Services**

- Help greet members and guests during events
- Be actively involved in/volunteer for Chamber events when possible
- Attend Ribbon Cuttings that announce businesses to Chamber membership

### **Help Retain Members as Goodwill Arm of the Chamber**

- Educate members through regular contact about Leander Area Chamber of Commerce and its benefits
- Promote programs of the Chamber
- Help involve new and existing members in the Chamber
- Monitor and survey members about services and benefits

### **Uphold the Requirements of the Ambassador Program**

- Attend Ambassador meetings, missing no more than three per fiscal year
- Act as a liaison between the Chamber and its members
- Make face-to-face contacts with members during the year
- Make contact with designated contacts monthly via phone or personal visits (unless the member requests another form of contact, such as e-mail)
- Do not use contacts to initiate sales calls—build a relationship instead

I have reviewed the expectations and requirements for the position of Chamber Ambassador and agree to uphold them to the best of my abilities. I understand that should I fail to fulfill these responsibilities, I may be asked to step down so that another may be able to continue these member services.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_