



2019 – 2020 AMBASSADOR GUIDELINES & APPLICATION

Mission Statement: The Ambassador Program assists in maintaining open lines of communication between the TriCounty Area Chamber of Commerce and its members. The Mission of the Ambassador Program is to stimulate membership through both attraction and retention using volunteers to engage, connect and inform members.

Purpose: The purpose of the Ambassador program is to assemble a knowledgeable, passionate and proactive group of Chamber members, which will recruit directly from its sphere of influence and enhance our members' and guests' experiences at events. In addition:

- 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 Chamber's programs
- Serving as a liaison between the Chamber staff and membership

Roles and Responsibilities:

- Serve as a “welcoming committee” and mentor for new Chamber Members
 - Assisting at the welcome/registration tables at Chamber events/meetings
 - Assisting in welcoming New Members, be greeter, and introducing them to other Chamber Members at Chamber events/meetings, engaging at events, facilitating connections
 - Call to welcome, reach out to invite them to meet with you
- Attending ribbon cuttings/grand opening celebrations
- Attend as many events as possible during your three-month term
- Attend monthly ambassador meeting
- Refer potential members and potential ambassadors to the Chamber staff
- Promote and spread the word about the Chamber, its programs, its services, and its events – in person and through social media, providing on the spot testimonials when appropriate
- Regularly attend Chamber events if not officially serving in Ambassador role. Understand and be able to communicate Chamber Membership benefits; you should be 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.
- Serve as a liaison between the Chamber and New Members – New Members often have interesting perspectives; always listen to what they have to say and assure them you will pass their comments on to the Chamber staff.
- Assist in recruiting and retention efforts

- Engage with the Chamber on social media
- Other varied duties will be announced via email. If an opportunity appeals to you, reply to the email message. Opportunities are generally filled first-come, first-serve.

Term: The appointment is for a three-month (one quarter) period during the Chamber’s fiscal year July 1 through June 30. If an Ambassador leaves their current employer and works for another Chamber member, they can fulfill their term. If an Ambassador becomes employed by a non-member company, their term will expire at that time.

Must attend an orientation program, consisting of learning the benefits of Chamber membership; the history of the TCACC; Chamber activities; recent accomplishments of TCACC; and current Chamber goals, objectives, and activities.

Characteristics of Chamber Ambassadors:

The Ambassador Program consists of volunteers who are current Chamber Members who donate their time to assist the Chamber in various activities.

1. 100% belief in all Chamber programs and events.
2. Must place the needs of others first – give to gain mentality.
3. Understands that credibility and trust cannot be bought, and must be earned.
4. Team player.
5. Have participated with the Chamber in some way each month.
6. Outwardly supportive of our organization.
7. Must be a member of the TriCounty Area Chamber of Commerce in good standing.
8. Refrain from recruiting / soliciting members to other organizations while at Chamber events.

Recognition:

Serving as an Ambassador provides you with a greater level of visibility and promotion than standard Chamber membership. Throughout the year, you will receive recognition in a variety of different ways:

- Increased name and face recognition
- Ample networking opportunities
- Increased referral opportunities
- 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
- Listing on the Ambassador page of the Chamber’s website along with headshot and contact information.
- Be featured in “Meet our Ambassador” in monthly eNewsletter.
- Listed in Chamber lobby on a quarterly rotating schedule.
- Opportunity to be recognized as Ambassador of the Year at the Annual Dinner

2019-2020 Ambassador Application & Pledge Commitment

Name: _____ Birthday (month/day) _____

Company Name: _____

Position: _____ Length at Employer _____

Address / CSZ: _____

Work Phone: _____ Cell Phone: _____

Email: _____

Website: _____

I pledge to fulfill all the items listed in roles and responsibilities and adhere to the characteristics of the 2019 - 2020 Ambassador Program, for the term indicated below, as outlined on Guidelines and Application document.

Signature _____ Date _____

Serving _____