



## Ambassador Guidelines

Thank you for your commitment and dedication to the Pelham Chamber of Commerce. Together, the Chamber Ambassadors along with Chamber Staff will work as a team. We create a stronger Chamber that contributes to the overall success of our community, economic impact and quality of life.

### MISSION STATEMENT

Our Ambassadors drive new member development and retention efforts by: ensuring the value of membership; providing opportunities for members to promote their companies and develop strong business relationships; recruit new members, particularly those in industries and sizes not well-represented; and, mentor existing members to help them gain the full value of their membership investment.

### GENERAL INFORMATION

- A. Ambassadors must go through process of attending Ambassador meetings and express interest in becoming Ambassador and regularly attend Chamber events
- C. Ambassadors meet the second Tuesday of each month at 8:30am at the Pelham Chamber of Commerce. Attendance is expected
- D. The Chamber provides one official name badge. Replacement name badges are at the Ambassador's expense of \$13. Ambassadors are expected to wear their name tags at all official Chamber events
- E. Ambassadors serve as hosts at monthly Chamber events, such as breakfasts and mixers. Ambassadors are encouraged to bring prospective members

### GOAL

- A. To welcome new members by way of a phone or personal contact
- B. To meet and greet at monthly Chamber events
- C. To assist with membership development activities and events

## **STANDARDS**

- A. Ambassadors will have two excused absences to Ambassador meetings. Other missed meetings will be dealt with on a case by case basis.
- B. Ambassadors will arrive early to events to greet and welcome new members and prospective members at events.
- C. Ambassadors will not promote their own business interest upon meeting new member. Should act as a fellow Chamber member and not someone who is simply there to gain new clients or customers.
- D. Ambassadors will maintain a courteous and professional demeanor while representing the Chamber at all programs and events.
- E. Ambassadors will support decisions made by the Ambassador Committee or the Chamber's CEO and Chairperson, regardless of individual feelings or opinions.
- F. Ambassadors will report any negative comments or situations regarding the Pelham Chamber to the staff liaison for prompt attention, and maintain such information in confidence. Gossip & negative conversations are unacceptable
- G. Ambassadors will not speak ill of a Chamber event in a public forum. If there is an issue, please speak to a Chamber staff member to express your opinions or views.

## **GUIDELINES**

- A. Ambassadors will make a one-year commitment to the committee.
- B. Ambassadors will attend no less than 50 percent of breakfasts/events each year. Ambassadors failing to meet the attendance required will be asked to resign. Extended "excused absences" may be obtained by contacting the Chamber.
- C. Ambassadors will host tables at our Business Showcase Breakfasts
  - a. Must arrive on time in order to mingle with new members or prospective members
  - b. You will not be given a table to host at a breakfast unless you are at the meeting the month prior
  - c. No timers or buzzers should be going off at the tables. Keep time discretely.
  - d. If you have signed up for a table and are unable to attend, please email either the chairs or staff liaison to let them know
- D. Ambassadors will welcome new members each month through personal or phone contact and log all contact in Google Doc or through email communication with staff liaison.

## E. Prospective Ambassadors

a. Prospective Ambassadors have 30 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 Chamber events and attend two monthly Ambassador meetings during a three-month period before becoming an official Ambassador and receiving a name badge.

F. New Ambassadors will be assigned an Ambassador Mentor that will guide you through the first few months of being an Ambassador

G. New Ambassadors are required to attend a member orientation meeting in order become acquainted with the Chamber mission.

## **AMBASSADOR OF THE MONTH/ YEAR**

A. Ambassador of the Month is based on the total number of points accumulated during the month. He or she will be recognized at the monthly Ambassador meeting.

B. Ambassador of the Year is based on the total number of all points accumulated during the year and will be awarded at the Chamber's annual meeting.

## **POINT SYSTEM**

The following system will be used to accumulate points toward Ambassador of the month 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.

### Action Points

Attendance – Ambassador Meeting 5

Attendance – Ribbon Cuttings and Mixers 6 each

Attendance – Other Chamber Events 5 each

Contact- Anniversary Calls and Reinvestment 5 each

Recruiting – New member 15 each

Participation– Festival 15+

All communication logged for the month within two weeks of Ambassador Meeting 5

Prospective Member brought to event 5

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## **New Member Visits (6 points)**

The first contact with new Chamber members is through the New Member Visit, which should be scheduled within 30 days after receiving the packet (it will be reassigned if not completed within 60 days). The purpose of the Visit is to welcome the new member into the Chamber - build rapport and find out more about their business. Members are thanked for their financial support and encouraged to participate in activities.

For the next 24 months, the Member becomes a partner of the ambassador to which he/she is assigned. You will be making scheduled follow-up calls, but the Member can be called at anytime and invited to participate in upcoming events. The more customer service ambassadors provide on this end, the less work that may need to be done for the membership renewal!

### **Anniversary Calls (5 points Each)**

In continuing with the partnership, you will be asked to make a telephone contact with the New Member on each of the Member's anniversary. The assignments will be made at the monthly meetings in correlation with the Member's anniversary.

### **Reinvestment Accounts (5 points)**

Each member receives a reinvestment invoice 45 days prior to their anniversary date. If they have not paid the invoice by their anniversary month, the Partner Ambassador will receive an assignment to contact the business/organization to discuss their membership. This is not a collection-call type contact, but more so a relationship call which reviews some of the benefits of Chamber membership and encourages the business/organization to remit their payment.

### **Ribbon Cuttings/Groundbreakings (6 points)**

Chamber sponsored Ribbon Cuttings are held Monday-Friday. Each Ambassador is requested to attend all of these events. It is important for you to have good attendance and support the ribbon cuttings. As part of the partnership program, the Ambassador who completed the New Member Visit will be assigned to give the Ambassador response at the ribbon cutting.

Ambassadors not speaking at the ribbon cutting should make an effort to personally congratulate and shake hands with the new member before leaving the ribbon cutting. If the business is offering refreshments following the ribbon cutting, attendees should make an effort to stay and partake.

### **Wildlife Festival (15 points)**

Annually on the first Saturday of October, the Pelham Wildlife Festival is held in our community, and is considered a major event. Each Ambassador is required to help with this event, and will earn points for each sign up area they attend/work.

### **Mixers (6 points)**

The Pelham Chambers sponsors hold several the Membership Mixers throughout the year to give members a chance to network with each other, exchange leads, get to know other business people, etc. Each month, a rotating Ambassador team is assigned to work the event. Responsibilities include: welcoming guests, taking money at the door and distributing admission tickets, directing traffic inside the building, and serving as an escort for new members who may be attending their first Mixer and do not know any other attendees.

## **Monthly Meetings (5 points)**

The monthly meetings are held the second Friday of each month, usually at the Chamber office. At the meetings, you will receive your Partner assignments as well as new member packet. Monthly meetings also keep you in touch with what's happening in the Chamber and around Pelham.

## **Point Reporting (5 points for early reporting)**

On the last working day of the month, you should complete the Ambassador Monthly Report form and email, FAX or call the points into their captain. If you submit your points by 5:00 PM on the second working day of the month, your team captain will reward you with an additional five points.

## **Commitment Form and Termination of Duties**

All Ambassadors are required to complete a Commitment Form each fiscal year specifying the duties assigned and the participation expected from the individual signing the form. They are as follows:

1. Call new members within one week of receiving assignment and complete the visit within 30 days of receiving a new member packet.
2. Contact delayed renewal accounts as assigned each month.
3. Contact their anniversary accounts within 30 days of receiving assignment.
4. Attend all ribbon cuttings.
5. Attend 50% of all mixers, meetings, and other events.
6. Submit my monthly point report by 5:00 pm on the 1st working day of the month; I understand that my Team Captain will reward me with five additional points if my report is submitted on time and the outstanding assignment update is completed.
7. Participation in the Pelham Wildlife Festival
8. Speak at ribbon cuttings throughout the year.
9. Have fun and promote Pelham!

If an Ambassador is unable to fulfill one or more duties assigned on an ongoing basis, they will be contacted in writing and asked to review their commitment and determine their ability to continue membership as an Ambassador. Should they choose to continue to serve on the committee and repeated lack of involvement is shown by the Ambassador, they will be removed at the direction of the Executive Board of Directors.

## Chair[s] JOB DESCRIPTION

1. The chair[s] will attend monthly Ambassador meetings and other designated functions.
2. The chair[s] will assure committee participations
3. The chair[s] will work with the Chamber board, membership chair and Chamber staff to assist as needed.
4. The chair [s] will assist the Chamber staff liaison in Ambassador Point tracking and meeting preparation

**In signing, I am in full agreement with the terms, conditions and commitment to be a Pelham Chamber of Commerce Ambassador.**

Signature: \_\_\_\_\_

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

\*\*\*Ambassadors will be asked to recommit on an annual basis.\*\*\*