



The Ambassadors of The Northwest Chamber are the most visible group within our Chamber and with the community at large. Through their participation in activities and events throughout the year the Ambassadors perform an invaluable function for the Chamber, while simultaneously enhancing their corporate image within the community. Through their voluntary efforts, The Northwest Chamber Ambassadors are able to increase their company's visibility within the community, extend their business contacts and networks, gain valuable knowledge from business leaders and professionals, and get an insider's perspective of our Northwest area business community.

## **MISSION STATEMENT**

To serve as the public relations team of The Northwest Chamber by providing volunteer service to support and enhance the communication links between the Chamber and its membership.

## **ORGANIZATION**

### **I. Chair:**

- A. The Ambassadors Council will consist of a Chairperson appointed by the Chamber and up to 20 selected volunteers.
- B. Chair Responsibilities:
  - Arrange, coordinate and lead monthly Ambassador meetings
  - Communicate in a timely manner with each volunteer concerning Chamber activities or events that involve or require Ambassador participation (The Chamber will try to allow at least two weeks notice of any special event such as ribbon cuttings or grand openings)
  - Report inactive Ambassadors to Chamber's President/CEO and remove names from Ambassador roster

### **II. Ambassadors:**

- A. General Information:
  - Participation in the Ambassador's Council is open to any investment-paying member in good standing with the Chamber
  - Monthly business luncheon meetings are conducted on the second Thursday of each month at 11:45 AM. Meetings are held at various

Chamber member restaurants and Ambassadors will be notified in advance of the location.

- Certain Chamber and Ambassador events maintain a regular schedule each month. The Chamber will always try to give you at least two weeks notice before any other event is to occur. On those rare occasions when short notice is necessary, the Chamber will try to poll by phone to see how many might be able to participate.
- There is a charge of \$15 for the Ambassador name badge

B. Ambassador Duties and Responsibilities:

- Attend ribbon cuttings, grand openings, groundbreakings, etc. as an official representative of The Northwest Chamber.
- Distribute membership certificates to new and renewing Chamber members
- Make goodwill contacts to new and existing members
- Attend and serve as greeters and hosts at Chamber functions and events
- Greet and partner with new members or prospects at all Chamber functions
- Wear Ambassador name badge to all Chamber functions to present a professional group image and increase awareness and prestige of the Ambassadors Council

C. Attendance Policy:

As a business organization and advocate the Northwest Chamber understands that at all times your business activities must take precedence over your volunteer efforts for the Chamber. As noted throughout this manual, the Chamber will always strive to give at least two weeks advanced notice of any event or activity so you can plan your schedule accordingly. Your attendance at all our Chamber functions is a key element of their success. Therefore it is necessary for us to establish some guidelines in relation to participation and attendance.

- The paramount task of all Ambassadors is to show support for new members by attending ribbon cuttings, grand openings, or groundbreakings. New member perceptions of the Chamber often begin with these ceremonies. Therefore Chamber membership retention begins here also. Our growth in membership and resources centers on the solid retention of our membership base. Because of the vital nature of these events, Ambassadors are expected to attend at least 2/3rds of these scheduled events for any one-month.
- The Chamber will conduct 10 monthly luncheons each year. These luncheons are scheduled for the same day and hour each month so planning in advance is convenient. Ambassadors are expected to attend at least 2/3rds of these scheduled events for the year.
- Notify Co-Chairs or Chamber Executive Director in advance if you are unable to attend a scheduled Ambassador event or affair, or if

you are unable to keep an Ambassador assignment or commitment.  
(Ex: unable to serve as a greeter at the monthly Chamber luncheon or attend a ribbon cutting).

## EVENT DESCRIPTIONS

As noted, the Chamber will always try to give you at least two weeks advance notice of any ceremony or activity for which Ambassador services are needed. Ambassador luncheons and the Chamber luncheons are scheduled for the same day and time each month, and can be pre-planned for months in advance. You will be notified should any change in pre-set meetings be necessary.

### I. **Ribbon Cuttings/Grand Openings/Groundbreakings:**

These are vital support functions for new members, and contribute significantly to the future retention efforts of the Chamber. Attendance at these ceremonies is one of the most important responsibilities of an Ambassador.

- Ambassador Chair will officiate at the ceremony unless hindered by official protocol. In absence of Chair, Membership Chair will officiate.
- **Be respectful of others and their time.** It is important to arrive before the scheduled time so that the event may begin as promised. Late arrivals reflect poorly upon you and upon the Chamber and disrupts the flow of the ceremony.
- The Chamber will always try to ensure that these ceremonies are scheduled during a normal break time for the majority of businesses.
- Always bring business cards to any Chamber event. Each event or ceremony should be considered as a sales call on a new prospect.
- Sign the attendance sheet. This sheet is the official record of your attendance at Chamber events and ceremonies.
- Be prepared to introduce yourself to the business owner and other attendees. You should have a two or three sentence description of your business in mind. Remember, one of the advantages of being an Ambassador is to create visibility for your company with new businesses. There is nothing wrong with a short commercial about your company.
- You may be asked to make a presentation of the membership certificate. Make note of the sample presentations within this manual and then adapt them to your personality and style.
- Remember: these types of ceremonies are not about you and the other Ambassadors. The new Chamber member business and its owner are the supreme focus of these events. Be sure to speak with him/her personally and express your congratulations. Ask questions about their business, their products or their services. Not only are you learning about their business but you are also qualifying them as prospects for yourself.
- Encourage their involvement in the Chamber and its various activities. Your interest in them could be the deciding factor as to their perception of our Chamber and whether or not they decide to renew. Keeping them personally involved allows them to network with others and build

their business success. It also helps you develop a long-standing relationship or friendship.

## **II. Membership Luncheons:**

Membership luncheons are held at least 10 months out of the year. They are pre-scheduled to take place from 11:30 a. m. – 1:00 p. m. on the second Thursday of the month.

- Ambassadors should arrive early and be ready to greet each person attending the luncheon. They should promote an air of congeniality, especially to new members or guests who are attending for the first time.
- This is often a new member's first experience with a Chamber function. Therefore, an Ambassador should take a newcomer and help them through the registration process and the buffet line, and make special efforts along the way to introduce them to other Chamber members.
- These new members should be seated at a table with another Ambassador, who will in turn make sure that everyone at the table meets the new member and knows the name of his/her company. Each Ambassador should encourage the new member to share their business cards with those whom they meet.
- Each mentoring Ambassador should make certain of getting the new member's business card for future reference. In the event the new member did not bring a card, effort should be made to contact the Chamber office to get the contact information.
- Following the event, express appreciation for the new member's presence and invite them to attend another function. As a new event approaches each mentoring Ambassador should contact the new member and encourage them to attend.

## **III. New Member Orientations:**

New member Orientations serve as an informational meeting for all new members enrolled within each yearly quarter. It is an informal yet instructional format directed toward educating new members about the Chamber and the opportunities and benefits available to them through their membership and participation.

- Ambassadors are encouraged to attend the new member receptions to welcome new members.
- Ambassador Chair or Membership Chair should be prepared to make a short presentation on the benefits of participating in the Ambassador Council

#### **IV. Other Events and Activities:**

There are many Chamber activities and events that will be happening throughout the year. As the most visible and highly selective group of volunteers within the membership, the Ambassador Council will be called upon to assist in various capacities for each occasion. Other regularly scheduled events and activities for which Ambassadors will be called upon for assistance include:

- Annual Banquet
- Taste of Northwest Auction & Food Fest
- Golf Classic
- Business After Hours
- Community Coffees
- Seminars & Workshops

Each of these events and activities involve varying degrees of needs and responsibilities. As the event or activity approaches such needs will be made aware to the Ambassador Council and volunteers solicited to participate. Of paramount importance is that each event and activity will require the services of Ambassadors to act as greeters. Greeter services are a key ingredient to the success of all Chamber events and in making current and new members, as well as guests, feel welcome. Ambassadors who volunteer to serve as greeters at any event or activity should arrive at least 15 minutes before the event begins. Please note, that even though you attend Chamber functions as an Ambassador, you must still make advance reservation and payment when required.

#### **POINT SYSTEM**

The Chamber recognizes the value of good volunteers. Just as employers provide incentives and recognition to encourage productivity from their employees, the Chamber provides a “point system program” that enables us to evaluate and recognize those volunteers who exceed the norm on a monthly or annual basis. Through their active participation in the Council, Ambassadors are able to earn points for each of their voluntary efforts. The points are allocated as follows:

##### One (1) Point:

- Attend Ambassadors Meeting
- Attend Chamber Monthly Luncheon
- Attend Business After Hours
- Attend Monthly Community Coffee
- Attend Seminar or Workshop hosted by the Chamber
- Refer a Prospective Member to the Chamber

##### Two (2) Points:

- Attend a Ribbon Cutting/Grand Opening/Ground Breaking
- Attend a New Member Orientation

##### Three (3) Points:

- Volunteer to help at a Chamber event

#### Five (5) Points:

- Referral that results in a new Chamber Membership
- Attending the “Mystery” Ribbon Cutting for the month (“Mystery” Ribbon Cutting will be determined by the ribbon cutting each month with the least number of Ambassadors in attendance)

#### Ten (10) Points:

- Full recruitment by Ambassador of a New Chamber Member

#### Goodwill Contacts

- Left Message/Emailed: 1 Point
  - Email with Confirmation: 1 Point
  - Talked to Office Assistant: 2 Points
  - Talked to Primary Contact: 3 Points
  - In-Person Visit: 5 Points
  - Write a Personal Note (Follow Up of Actual Contact): 3 Points
- \*Ambassadors may not earn points for goodwill contacts from more than one-level of contact. Only the highest level of contact will be used for determining points.

#### **\*\*Bonus Points\*\***

Attend all scheduled Ambassador functions in any given month and receive an additional 5 points! This is an incentive to get you “out and about” rather than just making membership phone calls and sending out letters. After all it is to your benefit to be making personal contacts and developing potential business relationships.

## **RECOGNITION**

#### Event Photographs:

A photographic record is maintained of Chamber activities. Many event photos, such as ribbon cuttings, may be published in the local newspapers. Your picture in the paper associates you and your business with civic involvement and pride. Such exposure creates a positive image of you and your company with your customers and clients.

#### Ambassador of the Month:

Each month the Ambassador with the most points accumulated will be announced and recognized at the monthly Ambassador meeting as well as the monthly Chamber luncheon. A short bio will be printed in the Chamber’s newsletter and distributed to the membership. The winner will also be recognized on the Chamber’s website. The Ambassador of the Month will also receive free admittance to the next Chamber luncheon and be recognized from the podium.

#### Ambassador of the Year:

The Ambassador with the most accumulated points during the year will be honored at the Annual Banquet and will receive a plaque in recognition of his/her work for the Chamber.