

# AMBASSADOR PROGRAM

## ROLE OF AMBASSADORS

- **Ribbon Cuttings** - honoring fellow Chamber members by attending ribbon cuttings for new businesses or locations
- **Hospitality** - personally welcoming everyone who attends a Chamber event and helping create a positive experience for all members
- **Networking** – Supporting the Chamber’s networking programs through participation and helping to promote
- **Member Connections** - Managing the new member welcome process, encouraging member participation in Chamber programs, and generating leads

## JOB DESCRIPTION

- Function as a group of knowledgeable volunteers serving in a year-round effort as the customer service representatives for the Athens Area Chamber of Commerce
- Serve as a conduit between the Chamber and its existing and new members
- Encourage members to become involved in the Chamber and assist members in learning more about the Chamber
- Inform and receive feedback on Chamber activities and programs
- Serve as hosts at the Annual Event, Mid-Year Event, monthly events, and special events
- Attend and participate in ribbon cuttings
- Help refer and recruit new Chamber members
- Support the Chamber’s member retention efforts

## BENEFITS

- Enhanced career development/networking
- Increased exposure for your business
- Expanded base of contacts and clients
- Recognition for you and your firm

## REQUIREMENTS

The following activities must be met and maintained for active Ambassador Participation:

- Consistent attendance at monthly meetings
- Compliance with committee responsibilities
- Attend ribbon cutting ceremonies
- Help set up and decorate for events as needed
- Attend as many events and activities as possible
- Serve as volunteers for the Annual Meeting, Mid-Year Event, regular monthly events and special events

## MEMBERSHIP

The Ambassadors are open to men and women whose companies (or the individual) are members in good standing in the Athens Area Chamber of Commerce. An Ambassador’s current position should involve significant public exposure and allow freedom to devote the time necessary to contribute to and participate actively in Ambassador Activities.

- New members will be asked to serve a 2 year term. The membership is rotating with fifty percent of the terms expiring each year. At the end of each calendar year the top 50% of Ambassadors in the points standings can elect to serve an additional two-year term.
- The Ambassadors will meet on a monthly basis on the *1<sup>st</sup> Thursday of each month at 11:30 AM*. If you cannot attend, the chairperson should be notified prior to the meeting. No more than **3 meetings** can be missed in a calendar year.
- New Ambassadors must have been employed a minimum of 6 months with their company to apply. This allows the potential applicant to become familiar with and settled into their new jobs and gives the applicant an opportunity to determine whether they will have the time to fulfil Ambassador Responsibilities in addition to their employment obligations. **Their employer must be a member in good standing of the Athens Area Chamber of Commerce.**

### **AMBASSADOR RECOGNITION**

The Chamber will recognize an Ambassador of the Year at the Annual Meeting in February. This award will be presented to the Ambassador with the highest number of points at the end of each year.

The Chamber will recognize an Ambassador of the Quarter at a regularly-scheduled lunch meeting. This recognition is based on the points standing at the end of each quarter. The recipient will also be recognized in the Chamber newsletter that month.

Ambassadors are responsible for keeping up with their monthly point sheet and submitting it to the Chamber VP at the monthly meeting or via e-mail the first week of the month. The Chamber VP will keep a spreadsheet of points accumulated by Ambassadors, and will use this data to select the Ambassador of the Quarter and Ambassador of the Year. At the end of the year the top 50% will automatically be invited to another two-year term without having to reapply.

# AMBASSADOR ACTIVITIES

## **NEW MEMBER MENTOR PROGRAM**

Designed by the Ambassadors to encourage member participation at Chamber events and to welcome new members, the New Member Mentor Program is a significant piece of Ambassador involvement. At the monthly meeting, Ambassadors are given the opportunity to deliver a new member packet.

- These contacts are intended to be a personal communication from a Chamber volunteer to the Chamber member and to let the member know their membership is valued.
- One of the purposes of the visit or call is to see if there are any issues the member may have that are more easily conveyed to a volunteer rather than a Chamber staff member.
- When making these visits or calls, be familiar with the dates of upcoming Chamber events. Remind them of these events and invite them to attend. If a Chamber member becomes engaged in activities within their first six months, they will be more likely to renew their membership.
- When calling, be a good listener, encourage input and participation, avoid arguments or being defensive.
- Report any problem to the Chamber immediately.

## **Ambassador Guidelines for Membership Packet Deliveries**

- Personally deliver the packet: Call before you stop by to ensure the new member or contact point for the business will be there, or arrange a time when you can actually meet with them for a few minutes.
- Get to know the new member: Use this as a networking opportunity, and share the events and opportunities that the Chamber has to offer them.
- Invite them to an event: Offer to accompany the new member to the next event you're attending.
- Follow up with an email: Welcome the new member to the Chamber, offer to be there to answer their questions or accompany them to events.

## **GREETERS AT CHAMBER EVENTS**

What better way to meet everyone attending a Chamber event than to greet them at the door with a big smile and a handshake? Ambassadors serve as hosts and hostesses for all major chamber membership functions including, but not limited to: Business After Hours, Women in Business NetWORK

Lunch, Mid-Year and the Annual Meeting. Ambassadors will be responsible for their own expenses when attending these functions, but will receive a discount on special event tickets! Remember to be on the lookout for one of your new member mentees and introduce them to Chamber staff, board members, Ambassadors, and other members.

**Responsibilities include:**

- Arriving at the designated time or 15 minutes early to review logistics with Chamber staff. It is best to check with staff to see if any last-minute assistance is needed such as help with registrations, giving directions, etc.
- Position yourself according to staff directions.
- Greet and shake hands with attendees.
- **Always be on the lookout for someone standing alone; introduce yourself and introduce them to other members. Remember we want to make everyone feel welcome and a part of the Chamber. The key is NETWORKING.**
- Be sure and wear your required Ambassador nametag!

**MEMBER FOLLOW-UP CAMPAIGN**

- Thank You Notes to New Members
- Thank You Notes to Renewing Members
- Phone Call Campaign to Existing Members

## **AACOC THANK YOU NOTES**

### **New Member Thank You:**

Dear [Member],

Thank you for investing in the Athens Area Chamber of Commerce. As an Ambassador, I'm happy to help you find ways to plug in and make the most of your membership; whatever level of involvement you desire. Please feel free to contact me if you have questions about upcoming Chamber events or programs or how the Chamber can support your business.

Regards,

[Name]

AACOC Ambassador

### **Renewing Member Thank You:**

Dear [Member],

Thank you for renewing your membership with the Athens Area Chamber of Commerce. We appreciate your continuing support of the Chamber. Please don't hesitate to call if you need help finding ways to make the most of your Chamber membership.

Regards,

[Name]

AACOC Ambassador

# Phone Campaign

**Here is a general script that we can use for our phone call campaign:**

**Introduction:**

“Hi, Mr. Smith, this is Cameron Hardin with The Georgia Power Company, and I’m calling on behalf of the Athens Area Chamber of Commerce. How are you today!?”

***If they do not have time to talk, simply ask when a good time to call would be.***

**Explain your reason for calling:**

“We wanted to call you and give you a point of contact for any chamber-related questions that you may have. I am your customer service representative.”

**call tips**

When making these calls:

- Be familiar with the dates of upcoming Chamber events
- Remind the new member of these events and invite them to attend
- Be a good listener and encourage feedback
- Report any insightful information back to the Chamber

**additional tips**

- ***Be prepared.*** Take some time to familiarize yourself with the Chamber and the information you share.
- ***Smile before you dial!*** Yes, a smile can be heard, we’re talking about a good positive attitude. The bottom line is that your voice reflects how you feel, so be sure to smile.
- ***Be prepared to leave a great voice mail message.*** Generally only 30 percent of all calls reach the intended party on the first try. That’s not a great average. If you are leaving a message with a person, ask for the message to be read back to you.
- ***Introduce yourself and ask them if they have a few minutes.*** Let them know you are going to keep it short. If you don’t ask if the person you’re calling has time to talk, you will be viewed as an interruption. If they say it is a bad time, simply ask for a more convenient time to talk.
- ***Make an endorsement.*** Tell them why your company is a member of the Chamber.
- ***Always thank them for their time and for their Chamber membership.***
- ***Keep the call short and to the point.*** This should be a pleasant call. If they are abrupt, just thank them and let them go.

**after the call**

- Notify the Chamber of any updates or instructive comments
- If a company has an immediate need or request, please call the Chamber at 706.549.6800