



# AMBASSADORS

**2019 GUIDE & HANDBOOK**





# PURPOSE

- Assist members in fully realizing all the benefits of Chamber membership
- Encourage participation in Chamber activities
- Retain members through personal contact
- Assist in the orientation of new members
- Maximize the Chamber's retention efforts through personal contact with existing members



# REQUIREMENTS

To become an Ambassador, you must:

- Be an active member with current dues
- Attend at least two Ambassador meetings (3rd Wednesday of the month, 8:15 AM)

To maintain your Ambassador status, you must:

- Attend eight monthly meetings per year.
- Meet a monthly point requirement of 50 points, or 600 points per year.

If you are unable to meet the requirements, you will be removed from the program until your schedule permits. Absences may be excused for significant reasons, but must be submitted to Chamber staff for approval. Removal from the Ambassador program will **not** affect your Chamber membership.

## WAYS TO GET INVOLVED

### NEW MEMBER VISITS

- Personally visit all new members to inform them of the benefits and services of their Chamber membership.
- Goal is 100% completion of new member visits each month.
- Personal visitations include: The delivery of membership materials, verifying contact information, explanation of benefits and services and an invitation to participate actively in upcoming events. New members will receive two contacts during the first month from an Ambassador:
  - Telephone call from the Ambassador to arrange appointment
  - Visit from the Ambassador to deliver the New Member Packet
- Once completed, please send completed forms to Hannah Green at [hannah@waltonareachamber.com](mailto:hannah@waltonareachamber.com)

## **RENEWAL MEMBER VISITS**

- Personally visit renewing members to inform them of the benefits and services of their Chamber membership. Contact renewing member within two weeks of Ambassador meeting.
- Goal is 100% completion of renewal member visits each month.
- Personal visits include: The delivery of membership materials, verifying contact information, explanation of benefits and services, and an invitation to participate actively in upcoming events. Renewing members will receive two contacts during the first month from an Ambassador:
  1. Telephone call from the Ambassador to arrange appointment.
  2. Visit from the Ambassador to deliver the Renewing Member Packet.
- Once completed, please send completed forms to Hannah Green at [hannah@waltonareachamber.com](mailto:hannah@waltonareachamber.com)

## **TELEPHONE SERVICE CALLS**

- Contact by phone, all existing Chamber members for the purpose of verifying membership account information, informing members of Chamber activities and programs, and obtaining feedback.
- Goal is 100% completion of telephone service calls every month.
- Service calls are made to members three months prior to receiving their renewal invoice.
- Ambassadors only need to call businesses two or three times. If personal contact has not been made with the business, notate on a service call sheet the dates you tried to contact the business.
- Once completed, please send the completed forms to Hannah Green at [hannah@waltonareachamber.com](mailto:hannah@waltonareachamber.com)

## **GREETERS**

- At all monthly, quarterly, and annual Chamber events.
- Serve in public relations capacity for grand openings and ribbon cuttings by attending, holding ribbon, and/or presenting certificates.

## **RIBBON CUTTINGS**

- Attend as many grand openings and ribbon cuttings as your schedule permits.
- A monthly schedule will be mailed at the beginning of the month along with a reminder the day before or the day of the event.

# AMBASSADOR RECOGNITION PROGRAM



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**THE PURPOSE OF THIS PROGRAM IS TO RECOGNIZE AND REWARD AMBASSADORS FOR EXEMPLARY PERFORMANCE OF THEIR RESPONSIBILITIES.**

- Points are awarded for participation in the Ambassador Program and activities origination from the Chamber.
- "Ambassador of the Month" points will be calculated on the last working day of the month. The Ambassador that has the most points will be awarded with a social media blast.
- An Ambassador may be the "Ambassador of the Month" more than one month within the year, however it cannot be back to back months or within three months of their previous recognition.
- The Ambassador with the highest number of points at the end of the year will receive recognition at our Annual Chamber Gala.

## POINT SYSTEM

## POINTS

|   |      |
|---|------|
| Ambassador Meeting Attendance (monthly, 10 AM)                                  | 15   |
| Bringing Ambassador Prospect to Meeting (1 visit per visitor)                   | 10   |
| Grand Opening/Ribbon Cutting Attendance   | 25   |
| Grand Opening/Ribbon Cutting Attendance (after 5 PM)                            | 50   |
| New Ambassador Recruitment (awarded after Ambassador attends orientation)       | 15   |
| New Member Visit (per company)  | 25   |
| Renewal Visits (per company)  | 25   |
| Telephone Service Call (per company)  | 15   |
| Monthly/Quarterly Event Attendance (FFB, POBL, BAH, Networking Breakfast)       | 10   |
| *You will receive 300 points plus \$295 toward your Chamber membership renewal. |      |
| Volunteer for Monthly/Quarterly Event   | 15   |
| Special Event Attendance (Gala, Golf, Women's Symposium)                        | 25   |
| New Chamber Member Recruitment (Bronze/Silver)                                  | 150  |
| New Chamber Member Recruitment (Gold/Platinum)                                  | 300  |
| New Chamber Member Recruitment (Diamond)  | 300* |

**\* MEETING ATTENDANCE IS REQUIRED. AFTER AN AMBASSADOR NEGLECTS TO ATTEND EIGHT MEETINGS A YEAR, HE/SHE WILL BE PLACED ON INACTIVE STATUS.**

## POINT TO CHAMBER BUCK CONVERSION

Chamber Bucks may be used toward event registration and advertising but not toward membership renewal. Chamber Bucks will be added to your account at the end of the month.

- 6 points = \$1 Chamber Buck
- 150 points = \$25 Chamber Bucks
- 300 points = \$50 Chamber Bucks
- 450 points = \$75 Chamber Bucks
- 600 points = \$100 Chamber Bucks