



• THE CHAMBER AMBASSADORS •

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PORTLAND CHAMBER OF COMMERCE
AMBASSADOR PROGRAM

2019 Handbook

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Chapter 1



Purpose:

Chamber Mission Statement:

To promote a business, tourism and family friendly environment encouraging dynamic growth for Portland.

Purpose of Chamber of Commerce:

The Chamber is a private, nonprofit corporation. The Chamber is an active part of the community which voices the concerns of the business community, and promotes social, civic, economic, & educational programs. In addition, the Chamber preserves integrity and good faith between the public and business community.

Purpose of the Ambassadors:

The Portland Chamber Ambassadors are an elite group of business professionals who volunteer to serve as the retention and greeting arms of the Chamber. Ambassadors exhibit the highest degree of professionalism, knowledge, and integrity and help new members become acclimated to the Chamber culture.

- Ambassadors represent the Chamber at ribbon cuttings, luncheons, mixers and other chamber sponsored events, membership drives, Total Resource Campaigns, and other events.
- Ambassadors assist in the recruitment and orientation of new members.
- Ambassadors maximize the Chamber's retention efforts through personal contact with members.
- To produce a foundation for building future community leaders.

Chapter 1



Purpose:

Becoming a Portland Chamber Ambassador:

To become an Ambassador, you must

- Hold an active Portland Chamber Membership with current dues.
- Attend monthly Ambassador Meetings with a minimum of four attended in a calendar year.
- Complete the Ambassador Registration Form.
- Attend a the New Member Orientation Session.
- Meet a monthly point requirement of 50 points or 600 points a year.
- Represent yourself and the Chamber in a professional and positive manner including person to person contact, telephone and social media.

Each Ambassador will be assigned a list of current Chamber Members to make contact with. When representing the Portland Chamber of Commerce as an Ambassador, it is prohibited to utilize your first point of contact to be a high pressure personal sale of your products or services. It is appropriate to introduce yourself, as an Ambassador of the Chamber of Commerce as well as a representative of your company, please leave your personal business card with them. Please remember that your visit as an Ambassador of the Chamber is intended to be a visit to build relationships and build your network. Please feel free to make a follow-up contact if you wish to sell a personal product or service.

If you are unable to meet the requirements of the Ambassador Program, you will be removed from the Ambassador List until your schedule permits by written notification to the Membership Director.

Chapter 2

Program of Work:



New Member Visits:

- Personally visit all new members to inform them of the benefits, services, and responsibilities of Chamber Membership. Contact every new member within one week of picking up packet.
- Personal visitations include the delivery of membership materials such as the New Member Folder including the New Member Plaque, verifying contact information, explanation of benefits and an invitation to participate actively in an upcoming event. New members will receive two contacts during the first month from the Ambassador:
 1. Telephone call from Ambassador to arrange appointment.
 2. Visit from Ambassador to deliver New Member Packet.

Once completed, please send completed forms to the Membership Director at chamber@portlandtx.org

New Chamber Recruitment:

- Recruiting New Chamber Members is encourage and rewarded. *Please be sure you are not attempting to recruit an existing and current chamber member.* Recruitment involves visiting a prospect business and sharing with them benefits of chamber membership. Points will only be awarded when a new chamber member signs up via website or membership printed application.

Renewal Visits:

- Personally visit renewing members to inform them of the benefits and services of Chamber Membership. Contact renewing members within two weeks of assigned list.
- Personal visitations include the delivery of membership materials such as renewal letter & invoice, verifying contact information, explanation of benefits and an invitation to participate actively in an upcoming event. New members will receive two contacts during the first month from the Ambassador:
 1. Telephone call from Ambassador to arrange appointment.
 2. Visit from Ambassador to deliver Renewal Letter.

Chapter 2



Program of Work:

Telephone Service Calls:

- Contact, by telephone, all existing Chamber Members on assigned list for the purpose of verifying account information, informing members of upcoming Chamber Activities, Sponsorship Opportunities, and obtaining feedback.
- Ambassador only need to call businesses two or three times. If personal contact has not been made with the business, notate on the service call sheet the dates you attempted to contact the business.

Once completed, please send completed forms MONTHLY to the Membership Director at chamber@portlandtx.org

Greeters:

- At all chamber events including luncheons, mixers, Taste of Portland, and more.

Ribbon Cutting:

- Attend as many ribbon cuttings as your schedule permits.
- Ribbon Cuttings will be emailed to registered Ambassadors as soon as known by Membership Director.

Teacher Bag Stuffing:

- Each August G-PISD hosts a New Teacher / Staff Breakfast. The Portland Chamber of Commerce collects donations from member organizations to create goody bags for the new staff and present bags at the New Teacher / Staff Breakfast. A multitude of assistance is needed to help stuff these gift bags. Ambassador assistance is requested.

Chapter 2

Program of Work:

Poster Distribution:

- The Portland Chamber of Commerce hosts various events throughout the year including Windfest, Taste of Portland, State of the City, State of the County, State of the Port, and more.
- The Portland Chamber requests Ambassador assistance in marketing these events by delivering posters to your assigned member list.

**Once completed, please send completed forms to Membership Director at
chamber @portlandtx.org**

Operation Thank YOU:

- The Portland Chamber will send a request via e-mail to all Ambassadors requesting assistance in creating Thank YOU cards to Chamber Members that have sponsored events or have participated in events.
- The Ambassador will e-mail back with an available time to come into the Chamber Executive Office to handwrite Thank YOU Cards on approved Thank YOU cards.

Chapter 3

Ambassador Recognition Program:

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 originating from the Portland Chamber of Commerce.
- Point recognition of 200 or more will be calculated on the last working day of the month.

The Ambassador with the highest total number of points at the end of the fiscal year receives the Ambassador of the Year Award. The Ambassador of the Year is announced at the Annual Chamber Installation Banquet in June.

Chapter 3

Ambassador Recognition Program:



POINT SYSTEM(SAMPLE):

Activities Recognized

Points

| | | |
|--|--|----|
| Ambassador Meeting | | 20 |
| Business after 5 pm | | 25 |
| Business Breakfast | | 20 |
| Chamber Chat & Coffee | | 15 |
| Installation Banquet | | 30 |
| Luncheon | | 20 |
| New Teacher Breakfast | | 20 |
| Ribbon Cutting | | 25 |
| Chamber Event Volunteer | | 30 |
| Taste of Portland Volunteer | | 40 |
| Windfest Volunteer | | 40 |
| Telephone Service Call | | 15 |
| Chamber Member Thank You Delivery | | 20 |
| Silent Auction Item Pick Up | | 20 |
| New Chamber Member Recruitment | | 75 |
| Ambassador New Recruit (must have a completed Ambassador Application) | | 50 |

*MEETING ATTENDANCE IS REQUIRED. After an Ambassador neglects to attend 4 meetings a year, he / she will be placed on inactive status.

Chapter 4

Chamber Leadership:

Chairman of the Board

Daryl Genzer, Northshore Country Club

Chamber President and CEO

Shelly Stuart, IOM

Membership Director

Bri Tieperman

Portland Chamber of Commerce & Visitor Center

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