



Ambassador Program Overview & Application

Introduction

As an Ambassador you are a representative of the Botetourt County Chamber of Commerce. The purpose of being an ambassador is to help make and keep communication open between the Chamber and its members, along with helping Chamber events run smoothly.

Program Description

The Ambassador team is made up of volunteers from chamber members who donate their time to assist the Chamber in various activities. Each member will be asked to serve 2 years as an ambassador.

Ambassador Benefits

Becoming an Ambassador gives you access to certain benefits.

- Increased opportunities to build networks by:
 - Connecting one-on-one with new and existing Chamber members
 - Gaining referral opportunities through other Ambassadors
 - Presenting a business introduction at an Ambassador meeting
- Opportunity to get an insider's perspective of the local business community
- Opportunity to meet local business and community leaders
- Opportunity to enhance the community/show community pride
- Special invitations to Chamber events/discount ticket price
- Receive marketing training and field experience
- Enhance your professional resume
- Earn awards and recognition based on achievements
 - Ambassador of the year will receive
 - A featured article in the Weekly Newsletter along with a news release to the regional media
 - A letter of commendation to his/her employer
 - A Commemorative plaque highlighting the achievement to be presented at the Annual Dinner Meeting

Ambassador Responsibilities and Expectations

Responsibilities: As an Ambassador, you will have the opportunity to participate in a variety of activities. The opportunities may include:

- Stay up to date on Chamber activities and membership benefits
 - i.e., when and where events will happen
 - i.e., make sure the member understands the benefits they have by being a member

- i.e., Chamber email newsletter
- Staffing the welcome/check-in table at events such as Business After Hours
- Participating in ribbon-cutting ceremonies
- Serving as a contact for new Chamber members
- Soliciting member feedback
- Assisting with membership improvement and retention activities
- Delivering Chamber materials to members
- Maintaining regular contact with current Chamber members
- Deliver clings to all members
- Actively participate in monthly membership follow up
- Submit completed call sheets each month
- Keep track of each event and meeting attended
- CC emails sent to Chamber members
- Wear an Ambassador name badge to all functions and when making any in-person visits on behalf of the Chamber.

Requirements: An Ambassador is expected to carry out the Mission of the Ambassador program, each ambassador must recognize the responsibilities of his/her role, which are as follows

- Be a current active member in good standing of the Botetourt Chamber of Commerce
- Have your employer's approval to participate in the program
- Serve for a period of two years with the possibility of being asked to serve another two-year term
- Commit to regular attendance at a variety of Chamber events

Additional Responsibilities:

- Attend Team meetings: To help facilitate communication and camaraderie, Ambassadors meet monthly. Meetings are an excellent opportunity to network with fellow Ambassadors. Past events, upcoming opportunities, new members, and ongoing projects are discussed. Member recruitment and retention issues are always discussed.
- Serve as a representative of the Chamber by regularly attending Chamber events: Ambassadors are always encouraged to attend Chamber events. Being an Ambassador means showing your support for the Chamber and should be viewed as an opportunity to network, NOT an obligation.
- **Understand and be able to communicate Chamber member benefits:** Through orientation and ongoing training, you should become familiar with everything the Chamber has to offer. If people have questions about the Chamber, be prepared to provide answers or direct them to someone (Chamber Staff) who can assist them.
- **Facilitate communication between the Chamber Board of Directors, staff, and membership:** If you encounter a member with an issue or see a trend (positive or negative) during your interactions with members, communicate the information to the Chamber staff. Likewise, make sure to communicate messages from the Chamber leadership to members as appropriate. Remember we are all THE CHAMBER-this is a member-based organization.
- **“Network” for fellow Chamber members by promoting their products and services:** While the Chamber strives to support all local businesses, our priority is to Chamber members. Whenever possible, recommend Chamber member products and services. This builds a stronger local economy.

- **Serve as a liaison between the Chamber and the new members:** New members often have interesting perspectives. They may offer ideas from other Chambers they belonged to or share expectations as new members. Always listen to what they have to say and assure them you will pass their comments on to the Chamber staff. Help the new members' network.
- **Represent your business or organization as well as the Chamber:** An important part of being an Ambassador is representing your business. You are encouraged to wear a name badge featuring the logo of your business and your Ambassador badge. You should use your business or organizations name when introducing yourself to others and ass that you are also a Chamber Ambassador. Always offer to help. Remember that the Chamber is the reason you are there so address the Chamber business first.

The Chambers Responsibility to the Ambassadors

In return, you should expect the following from the Chamber leadership team:

- Training on the skills and information required to complete Ambassador responsibilities
- Access to critical Chamber information
- Responses to Ambassador requests for member follow-up
- Acceptance of feedback presented by Ambassadors
- Recognition for a job well done
- Awards for the top 3 ambassadors

Social Media Policy: As an Ambassador you represent your organizations and the Botetourt County Chamber of Commerce. If you choose to invite members to “friend” you on your page, please be mindful of what you place on that page. You might choose to promote your organization’s page instead of your personal one.

Ambassador Onboarding Process

The Ambassador Onboarding process will be divided into three stages:

1. Application/interview process
2. A potential Ambassador who meets the requirements listed in this Handbook may apply for consideration.
3. Formally joining the Team
4. Our active Ambassadors will be announced at our Annual Dinner.

Chamber Membership Benefits

As an Ambassador, an important role you play is educating new and potential members about the benefits of Chamber membership.

Chamber benefits fall into three main areas: networking and programming, business visibility, and community involvement/information. Please note that many of these benefits fall under more than one category, but in the interest of space are listed here only once. For more membership benefits, please visit the Chamber’s website.

- **Networking Opportunities and Programming**
- **Annual Dinner meeting:** All members are invited to attend, and the program includes a meal and guest speakers. Registration is required and there is a fee to attend.
- **Awards Meeting:** All members are invited to attend. The program includes a meal and awards presentation.
- **Business After Hours (BAH):** Typically held monthly from 5:30 -7:00 at a members business. Members and their guests can attend at no cost. Food, beverages and prize drawings are usually included. BAH is a low-pressure way to build your network, build

enhanced business relationships, and learn more about the chamber and community. Wear your name badge and bring business cards! If you know someone new to the area or thinking about joining the Chamber, encourage them to attend.

- **Golf Classic:** This annual event includes a day of golf followed by a reception and awards. Reservations are required and there is a fee to have a team.
- **Increased Business Visibility:** Joining the Chamber gives your business credibility and shows you are serious about your brand and support the business community.
- **Chamber Electronic Logo:** Members have access to an electronic Chamber logo that can be placed on their website.
- **Chamber Website:** Chamber members are listed in a searchable member directory on the Chamber website.
- **Community Calendar:** Members can post their events through their login to our system and then will show on our calendar.
- **Event Sponsorship:** Members can get their name in front of decision-makers by sponsoring or hosting an event. Sponsorship opportunities are published annually in an Invest for Success packet, which is available at the Chamber.
- **Local Specials:** Members can upload a coupon or “local specials” with their membership listing on the Chamber web site.
- **Membership Window Cling:** Every member receives a window cling to display at their location. The Chamber clings show credibility and community pride.
- **Monday Morning Message:** For a nominal fee, Members can advertise on our weekly event reminder email that is sent to the entire membership.
- **Newsletter:** For a nominal fee, Members can advertise in our weekly newsletter that is sent to the entire membership.
- **Referrals:** Members are the first businesses recommended when someone calls the Chamber.
- **Ribbon Cuttings:** At the request of a member business or organization, the Chamber will schedule a ribbon-cutting ceremony. The Ambassador team manages the on-site activities of the ribbon cutting. At these events local leaders and guests make their remarks, the business owner or organizations leader offers comments, and a ribbon is cut. Photos are taken and occasionally local media attend. The location and frequency vary. There is no cost to attend or host a ribbon cutting.
- **Community Involvement and Information**
- **Chamber Committees:** The Chamber maintains the following standing committees:
 - **Executive – Chair: William Nelms**
 - **Ambassador – Chair: Danielle Alexander**
 - **Beyond Networking – Chair: Kevin Sutton**
 - **Scholarship – Chair: Kim Braswell**
 - **AG (Agriculture) – Chair: Jared Frye**
 - **Golf – Chair: James Breakell**
 - **Tinsel Trail – Chair: Sandra Craft**
 - **Events – Chair: Mikki Barranco**
 - **Emerging Leaders – Chairs: Jake Bryant & Tariq Shaw**
- **Other Benefits**
 - **Conference Room:** Members may use the Chamber’s Conference Room for meetings and events at no cost, pending availability. Call in advance to reserve the room.
 - **Certificates of Origin:** Certificates of Origin are free to Chamber members.

- **Annual Dinner:** The Chamber’s Annual Dinner is a highlight of the year. The meeting includes a meal, a year-in-review presentation, and a recognition of committees. Registration is required and there is a fee to attend. Ambassador Responsibilities: *Since Ambassadors are recognized for their yearlong efforts, they are not required to assist at this event unless circumstances occur. CELEBRATE!!*

Code of Conduct

As an Ambassador of the Gainesville Area Chamber of Commerce, you are expected to accept certain responsibilities, adhere to acceptable business principles in matters of personal conduct, and exhibit a high degree of personal integrity at all times. This not only involves sincere respect for the rights and feeling of others, but also demands, that in your business you refrain from any behavior that might be harmful to you, other Ambassadors, other Chamber Members, the Chamber, or that might be viewed unfavorably by current or potential Chamber Members, or by the public at large. As an Ambassador, your conduct reflects on the Chamber. You are, consequently, encouraged to observe the highest standards of professionalism at all times.

The following are some of the specific acts that are banned but the list is NOT exclusive:

1. Sexual Harassment
2. Misrepresenting the Chamber to prospective new members
3. Making false and misleading statements about what the Chamber can or cannot do for potential new members.
4. Impeding the flow or efforts of the Chamber team and members during meetings.

Withdrawal

The Ambassador program is considered, “At Will”. Any Ambassador may withdraw from the Ambassador Committee at any time, with or without cause. Upon withdrawal, the Ambassador will no longer be able to represent themselves out in the community as being an Ambassador of the Chamber.

Removal: The Ambassador Chairman shall have the authority to recommend to the Chamber Board of Directors for the removal of an Ambassador. The Chamber Board of Directors can remove an Ambassador of the Chamber at any time, with or without cause. The following are just some of the specific acts that are not allowed, but the list is not exclusive.

- Violation of the Code of Conduct described above
- For conduct unbecoming a member or prejudicial to the aims or repute of the Chamber

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Work Phone: _____ Mobile: _____

Email: _____

This is the best way to communicate with me: Cell _____, Phone _____, Email _____

Supervisor Name: _____ Phone: _____

Email: _____

1. Why would you like to an Ambassador for the Botetourt Chamber of Commerce?

2. Please share what strengths & weaknesses you can bring to the Ambassador Program.

3. Please share what you hope to gain from participating in the Ambassador Program.

Availability and Activities

To assist us with future scheduling, please check the box that best indicates the days and times you are typically available to assist/attend the Chamber events and activities:

Days	Morning	Afternoon	Evening
Monday	_____	_____	_____
Tuesday	_____	_____	_____
Wednesday	_____	_____	_____
Thursday	_____	_____	_____
Friday	_____	_____	_____

The Ambassador Program assists the Chamber staff with a variety of events and activities. As much as possible, we want you to participate in activities you feel most comfortable with. This is a list of activities that you might be asked to assist with as an Ambassador. Thank you in advance for your support.

- Distributing materials (plaques, membership information, etc.)
- Conducting surveys
- Facilitating new member orientation
- Serving as an event host/hostess
- Staffing a registration table
- Conducting visits with members/updating member information
- Attending ribbon-cutting ceremonies
- Assisting with event planning
- Creating program materials
- Recruiting new members
- Contacting members through a variety of media
- Assisting with the retention of current members
- Other tasks as needed

I understand the purpose of the Ambassador Program and agree to commit the time necessary to accomplish the goals of the Program.

I understand my responsibilities are to:

- Serve as an Ambassador for a term of two years.
- Provide a minimum of five hours of service every month.

- Attend the Ambassador Training Program.
- Attend nine out of eleven per year (Ribbon-Cutting, Business After Hours, etc.)
- Assist with follow-up and communications to new, current, and inactive members.
- Visit or call members regularly as defined in the Ambassador Training.
- Serve on one committee per year.
- Have the supervisor sign off on a two-year commitment to the Chamber.
- I further understand if my schedule does not allow me to fully support my duties as an Ambassador, I will withdraw until I can fully participate, following a discussion with Ambassador Leadership and Chamber staff.

_____ I understand my photo may be used in promotional materials, online venues, and other situations in which the Chamber wishes to distribute information.

_____ I have permission from my employer to participate in the Ambassador Program.

Applicant signature: _____ Date: _____

_____ I permit the previously mentioned employee to participate in the Ambassador Program.

_____ I fully understand participating in the Ambassador Program may require this employee to commit time out of the office during work hours. This schedule will be available five workdays in advance of the event.

Employer Signature: _____ Date: _____