Ambassador Program Guide
Hello,

Thank you for your interest in serving as a Chamber Ambassador. Our ambassadors play an important role in furthering the mission of the Chamber.

This guide includes information regarding the duties as an Ambassador. Please review the guide in its entirety.

If you have suggestions or comments related to this guide, please let us know.

After reading through the packet, please complete the application included if you feel that you could commit to serving as a Chamber Ambassador.

Sincerely,

Cindy Poindexter
Executive Director
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1. General Chamber Information

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**MISSION STATEMENT**

The Chatham Chamber of Commerce is a membership-driven organization focusing on the economic vitality of Chatham County and the increased visibility and advocacy of its members.

The Chatham Chamber of Commerce is a nonprofit, membership-driven organization with a diverse membership base. We are a county-wide Chamber that has been in existence since 1947. Our members are regarded as our greatest asset. The Chamber's intention is to assist its members in the success and promotion of their business.

The advantages of membership in the Chatham Chamber of Commerce are many and varied. Members have access to special member benefits, unique networking opportunities that enable them to establish new business relationships and much more.

The Chatham Chamber of Commerce is also known as an excellent informational source for those who make Chatham their home and for those who are just passing through.
2. Program Introduction

Program Mission
It is the mission of the Chatham Chamber of Commerce Ambassador Program to promote member commitment and retention by:

- Raising awareness of Chamber activities and benefits
- Informing and involving new Chamber members to promote strong continuing membership
- Encouraging meaningful and beneficial participation in Chamber's programs
- Serving as a liaison between the Chamber staff and membership

Who are the Chamber Ambassadors?
The Ambassador Program consists of a group of diverse volunteers from the Chamber membership who donate their time to assist the Chamber in various activities. Ambassadors serve a term of one calendar year, beginning in April of each year. Ambassadors are entitled to serve after the one year term if agreed upon by the Ambassador and the Chamber.

Program Benefits

Program Benefits for the Ambassadors
- Increased name and face recognition for individual/business
- Increased networking opportunities including:
  - Connecting one-on-one with new and existing Chamber members
  - Gaining referral opportunities through other Ambassadors
  - Presenting a business introduction at an Ambassador meeting
- Potential media coverage from attendance at Chamber events
- Opportunity to get insider’s perspective of the local business community
- Opportunity to meet local business and community leaders
- Opportunity to help the community/show community pride
- Possible recognition via “Ambassador of the Quarter and the Year” and “Ambassador Spotlights.”

Program Benefits for the Chamber
- Increased visibility within the community
- Better understanding of membership needs
- More involvement of existing Chamber Members
- Ability to manage events more effectively
- Increased recruitment opportunities
- Member retention

Program Benefits for the Membership
- Increased access to points of contact who can provide assistance and answer questions
- More frequent Chamber communication
- Potential for increased referrals
- Members will feel more connected to the Chamber
3. Ambassador Roles and Responsibilities

Requirements
As an Ambassador, you are required to:

- Must be a current member of the Chatham Chamber of Commerce
- Have your employer’s approval to participate in the program
- Participate in the Ambassador Orientation Program
- Serve for a period of at least one year
- Hours will vary based on the number of events per quarter. Some quarters require a minimum of five hours service
- Report your service hours to the Ambassador Chair within 3 days of an event worked
- Always promote the Chamber in a positive manner

Service Opportunities and Responsibilities
As an Ambassador, you have the opportunity to select what activities you want to complete to fulfill your program service requirement. The opportunities may vary from year to year, but can include:

- Staffing the welcome/registration table at Chamber events and meetings
- Attending ribbon cutting / grand opening celebrations
- Serving as a mentor for new Chamber members and check in with existing members as they renew
- Deliver Chamber materials to members at times
- Delivery and pickup of event items / supplies
- Serve as a welcoming committee for new Chamber members
- Chamber member recruitment
- Refer potential ambassadors to the Chamber staff
- Promote and spread the word about Chamber events
- Other varied duties as specified

Service Hours
Opportunities will be announced via email. If an opportunity appeals to you, reply to the email message. Opportunities are generally filled first-come, first-serve. The Chamber and/or Ambassador Chair may use their discretion in assigning opportunities when quarterly service requirements are not being met.

You are required to report your service hours and points (per the point system) to the Ambassador Chair within 3 days of an assignment. This should be in the form of an email. In the message, include the opportunity name and date, the number of hours worked (rounded to the nearest 15 minutes) and any notes about the event. Notes may include problems encountered, helpful tips for other Ambassadors, etc.

Reporting your service hours and points is essential to making sure that you are credited for the work you have performed. These reports are used to track your progress and are a critical part of the “Ambassador of the Quarter and Year” award process.

Finding a Replacement
If you accept an opportunity and are unable to fulfill the requirement, it is your responsibility to find a replacement. Use the Program contact list and group email list to contact your fellow Ambassadors. As soon as a replacement is identified, notify the Ambassador Chair with his or her name.
Additional Responsibilities

While service hours are your main responsibility, the following are some additional responsibilities:

- **Attend Ambassador meetings** – To help facilitate communication, the Program meets quarterly. These meetings present an excellent opportunity to network with fellow Ambassadors. Past events, upcoming opportunities and on-going projects are also discussed.

- **Serve as a representative of the Chamber by regularly attending Chamber events** – Ambassadors are always encouraged to attend Chamber events, even if they are not officially “working.” 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 membership benefits** – Through Orientation and on-going 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 the Chamber Staff.

- **Facilitate communication between the Chamber Staff and membership** – If you encounter a member with an issue or see a trend (positive or negative) during your interactions with members, always communicate this information to the Chamber staff. Likewise, make sure to communicate messages from the Chamber leadership to members as appropriate.

- **"Network" for fellow Chamber members by promoting their products and services** – The Chamber’s first priority is to its Chamber members. Whenever possible, recommend Chamber member products and services.

- **Serve as a liaison between the Chamber and new members** – New members often have interesting perspectives. They may offer ideas from other Chambers they belonged to or may share expectations as a new member. Always listen to what they have to say and assure them you will pass their comments on to the Chamber staff.

- **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 your business name tag as well as your Ambassador badge. You should use your business or organization name when introducing yourself to others and add that you are also a Chamber Ambassador.

- **Deliver Membership Decals at Member Renewal Time** - Delivering Membership Decals is another way for the Chamber and you to connect with the member.

**Chamber Responsibilities to the Ambassadors**

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

- Training on the skills and information required to complete Ambassador responsibilities
- Access to critical Chamber information need to serve as an Ambassador
- Responses to Ambassador requests for member follow-up
- Acceptance of feedback presented by Ambassadors
- Recognition for a job well done
- Ambassador of the Quarter and Year awards
- Continued support
- Appreciation for your commitment as an ambassador
4. Chamber Membership Benefits

As an Ambassador, you play an important role in educating new and potential members about the benefits of Chamber Membership. Chamber benefits fall into three main areas: networking, 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.

Networking / Event Opportunities

1. Breakfast Before Hours (BBH) / Business After Hours (BAH) – Breakfast Before Hours are scheduled from 8:00 - 9:30 a.m. toward the beginning of the month when scheduled. Business After Hours are typically held once a month from 5:30 – 7:30 p.m. The Chamber member hosting, pays a $250 After/Before Hours fee and provides food and beverages for guests.

   The Chamber mails out invitations to Chamber members and sends out several email reminders to recruit attendees. Door prizes are sometimes brought by members as well as the host of the event. These type events present an opportunity for networking and to build business relationships. Chamber members and their guests are invited to attend. However, if you know someone who is considering Chamber membership, encourage them to attend an event. Introduce them to the staff and board members during the event. There is no charge to attend.

2. Lunch & Learns – Routinely scheduled every other month or at least quarterly. We begin with lunch at 11:30 a.m. The speaker begins at 12 noon and ends around 1:00 p.m. Speakers present facts and answer questions about a particular topic that is of interest to businesses. Attendees pay for the cost of their lunch. Meetings are typically held at one of our local restaurant members.

3. Chatham Development Briefing – This event will occur in August. This is an early morning event with breakfast provided. Typically scheduled from 7:30 a.m. - 10:00 a.m. or so. Speakers present facts on the latest in development for Chatham County. Chamber members sponsor the event.

4. Golf Tournament - This annual event is held in April or May. An awards reception, including lunch, occurs after the tournament. There is a cost to play. Members as well as non-members are invited to participate. Non-members pay a higher rate to play. Chamber members sponsor this event.

5. Chamber Annual Meeting & Silent Auction – This event is held annually in the third or fourth week of September. Members and non-Members are invited to attend, of course non-members pay a higher rate for their ticket. The meeting begins with a Silent Auction. Lunch, an awards presentation, a guest speaker and Chamber announcements are all part of this event. Awards are given to the Business of the Year, Distinguished Business Person of the Year, and a Community Service Award is awarded. Chamber members sponsor this event.

6. Chatham Community Business Showcase – The annual Business Expo is held in the third week of October. Chamber members and non-members are allowed to exhibit. Non-members pay a higher booth rate. There is no cost to attend. The event is held to draw the public and other businesses in to our exhibitors as they showcase their products and services. Chamber members sponsor this event.
7. **Siler City Christmas Parade** – The Chamber organizes this parade which is held annually on the second Thursday of December. Participants pay a $10 entry fee. Cash prizes are awarded to the top 3 floats after judging takes place. Chamber members sponsor this event. The sponsorship fee is minimal.

**Increased Business Visibility**

Joining the Chamber gives your business credibility and shows you are serious about your image and that you support the business community as a whole.

- **Ribbon Cuttings** – At the request of a member business or organization, the Chamber can organize a Ribbon Cutting ceremony. New businesses, remodeled businesses, and businesses with new product lines qualify for a ribbon cutting celebration. Local officials and members are invited to Ribbon Cuttings. Local officials, the Chamber and the business owner or organization make remarks before the ribbon is cut. The Chamber office request local media coverage. There is no cost to attend or host a ribbon cutting.

- **Chamber Web Site** – Chamber Members are listed alphabetically and by business category in a searchable business directory on the Chamber website. Visitors to the Chamber site can link directly to a member’s website or email through the Chamber website. Members are also given the opportunity to advertise on the website for a fee.

- **Referrals** - Members are referred to through the Chamber.

- **Membership Decal** – Members receive a window cling decal annually to show that they are a current Chamber member. The Chamber decal demonstrates credibility and community pride.

- **Brochure/Business Card Display** – Members have the opportunity to place their business cards and brochures at the Chamber. Visitors and newcomers stop at the Chamber to pick up information about local businesses.

- **Event Sponsorship** – Members can get their name in front of decision makers by sponsoring or hosting an event. Sponsorship opportunities are listed on the Chamber web site and in Membership Packets. Sponsorships are also announced through Chamber emails.

- **Mailing Lists/Labels** – Each member can request one free member list per year. Members can request mailing labels for all current Chamber members for a fee of $10 per set.

- **Community Events Calendar** – Members can post their community events to the Events Calendar, accessible from the Chamber web site.

- **Chamber Publications** - Certain Chamber publications will include a list of Chamber members, their phone numbers and their address.
Community Involvement, Education and Information

- **Lunch & Learn Meetings**
- **Chamber Committees**
- **Leadership Chatham Program**
  This is an innovative program designed to help develop informed, skilled, and involved community leaders. Participants tour throughout Chatham and gain firsthand knowledge of the county and how it functions. Each new class year begins in September and ends with graduation and a group project presentation the following June. There is a tuition fee.
- **Local Information and Statistics** – Members have access to the Chamber’s wealth of local information, which can be useful in developing business and marketing plans.
- **Chatham County Maps** – The Chamber sells local maps, which may be useful for clients and visitors. Advertising space is also available on the maps through the advertising company that the Chamber works with on the county maps. Advertisers get a free supply of maps.
- **Business Representation** - The Chamber represents members' interests at the local, county and state level.
5. Ambassadors Role in Detail

**Member Mentoring**

The Ambassador Mentoring Program pairs new Chamber members with Ambassadors. The goal of mentoring is to encourage meaningful and beneficial participation, on the part of the new member in Chamber's programs and events. New members, having a positive experience with the Chamber, are more likely to continue their membership in the future.

**Benefits to the Ambassador**

The Mentoring Program gives both you and the new member an opportunity to build a lasting business relationship. As the relationship develops, both of you can benefit from increased business exposure, referrals and a widened business network.

**Ambassador Responsibilities – New Members**

1. Chamber staff will send the Ambassadors a list via email of assigned new members to mentor. The list will include the business name, contact information and a brief explanation of the business.

2. If you are interested in being a mentor to a particular new member, please notify the Chamber office. Requests will be handled on a first-come, first-served basis.

3. When making first contact with the new member via phone or email, you should personally invite them to the next Chamber event. If you cannot attend the event with the member, encourage the member to seek out the Ambassador who will be working that event.

4. Over the next three months, you must contact the new member at least two to three additional times either via phone, email or in person. Some ideas for contacting the member include:
   a. Check in to see how things are going.
   b. See if they have any Chamber questions and relay them to the Chamber office if you do not know the answer. Assure the member someone will get back with them soon.
   c. Encourage or invite them to attend an upcoming event.
   d. Learn more about their business in an effort to provide referrals and to build a business relationship.
   e. Send them an article or newspaper clipping that might be of interest.

5. You are responsible for tracking and reporting back on your contact with the new member. Time will be allotted at Ambassador meetings to review contacts made. If the Chamber staff is not at a meeting, the Chair will report information to Chamber staff.

6. Report your service hours within 3 days of service to the Ambassador Chair via email. In general, you should expect to spend no more than 1.5 to 2 hours being a mentor.

**Ambassador Responsibilities – Existing Members**

1. Each Ambassador will have a list of members and their contact information or they can randomly contact existing members to invite them to events.

2. Please relay any new contact informant or concerns to the Chamber office staff that are relayed to you as you contact members.
Ribbon Cuttings

Ribbon cuttings are one of the least time-consuming. In addition to being able to participate in the celebration of a new business, Ambassadors and other participants enjoy networking in a low-pressure environment. It is a great way to take a short break from the work day to help market your business. Ambassadors are not typically assigned to Ribbon Cuttings but are encouraged to attend.

**Benefits to the Ambassador**

- Participation in the celebration of a new business or location
- Chance to meet local leaders
- **Opportunity** to network in a fun, low-pressure environment

**Ambassador Responsibilities**

1. Arrive at the ribbon cutting location at the designated start time.
2. Wear your badge.
3. Network.
4. Help the Chamber staff, if requested. This may include helping with the ribbons and scissors, assisting with the photos, etc.
5. Report your service hours within 3 days of service to the Ambassador Chair via email.

Lunch & Learns

An Ambassador is responsible for welcoming participants as they arrive and checking them off on the RSVP list.

**Benefits to the Ambassador**

1. Opportunity to increase your name and face recognition in the community
2. Opportunity to network with program participants
3. Opportunity to listen to the guest speaker and have lunch for free

**Ambassador Responsibilities**

1. Arrive at least 15 minutes before the program is scheduled to begin. (In most cases, arrive at 11:15 for an 11:30 start.)
2. Check in with the Chamber staff. They will provide you with a list of pre-registered participants.
3. Station yourself near the meeting room door and check people in as they arrive.
4. Confirm they are on the RSVP list. If they did not RSVP, check with the chamber staff to find out if there is space and food available for the attendee and add them to the list.
5. When everyone has checked in give the registration sheet to the Chamber staff.
6. If you are staying for the presentation, get your lunch, grab a seat and enjoy!
7. Report your service hours within 3 days of service to the Ambassador Chair via email.
Breakfast Before & Business After Hours

Ambassadors play an important role at all After and Before Hours events. If an ambassador is not working the event, they are encouraged to attend whenever possible and market their business. Two ambassadors are scheduled to work After Hours. One should mingle with the crowd during the first hour, while the other is at the registration table. The ambassadors should rotate duties after the first hour.

Benefits to the Ambassador

- Opportunity to increase your name and face recognition in the community
- Opportunity to be the first face attendees see when they come in the door
- Opportunity to network with attendees

Ambassador Responsibilities

1. **Proudly represent the Chamber and your own business.** Be positive about the Chamber and show your pride in your role as an Ambassador and a Chamber member.

2. **Help with set-up and break-down for the event.** Arrive 10 - 15 minutes early. The needs will vary based on the location and host for the event, but may include unloading and loading chamber materials, setting up the registration table, helping with decorations and signage, assisting the host or sponsor, etc.

3. **Work the registration table.** At the table, you will be handing out name tags, collecting door prizes that are brought in, directing people, encouraging participation in other events, and matching special guests with Ambassadors and the Chamber staff. The Chamber will provide blank name badges and a registration form for attendees. When people arrive at the Registration table, you should:
   - Welcome guest to the event.
   - Invite them to drop a business card in the basket/container for the draw prize drawings.
   - Offer them a name tag, if they do not have one
   - Direct them to the main event area (usually where the food and drink is located)

- **Serve as a “buddy” to new or potential members.** The Chamber staff may call upon you to meet and walk around with new or potential members or other special guests. Your role is to make them feel welcome, answer questions and help them recognize the benefits of the Chamber.

  Some tips:
  - Introduce yourself and your business. Network, but don’t be over- or under-whelming.
  - Ask them about their business or organization.
  - Ask them if they have any questions about the area or the Chamber.
  - Sometimes a potential Chamber member will be invited to an After or a Before Hours. Point out the benefits of Chamber membership. Introduce the potential member to the Chamber staff or Board members. Introduce them to 2-3 people.

- **Be helpful.** Other tasks requiring your expertise may arise. Please provide assistance to the Chamber staff, hosts and sponsors as needed.
Golf Tournament

The Golf Tournament is one of the Chamber’s biggest events. Because this event takes place during the workday and requires long hours, volunteers are asked to sign-up early.

Although the event is a lot of work, it is also one of the most enjoyable events of the year. The tournament takes place at various golf club member businesses. The tournament begins with registration at 8:00 or 8:30 a.m. and ends around 3:00 p.m. after lunch and an Awards Reception.

Benefits to the Ambassador

• Opportunity to network in a fun, low-pressure environment
• Opportunity to increase your name and face recognition in the community
• Opportunity to attend the reception for free

Ambassador Responsibilities

The following assignments are available for the tournament.

1. **Deliveries** – Delivery of sponsor signage, door prizes, goodie bags, and other items 1 – 2 days before the tournament.
2. **Registration Table** – Assist with registration and the sale of raffle/mulligan tickets as needed.
3. **Photographer** – Taking group and individual photos during the tournament and reception.
4. **Clean up** – Picking up signage and other items right after the tournament.
5. **Beverage/ Snack Cart** - Delivery beverages and snacks to golfers via a golf cart
6. **Hole-in-One Witnesses** - Two people have to be at the Hole-in-one at all times during the tournament.
7. **Report your service hours** within 3 days of service to the Ambassador Chair via email.

Additional Information

Casual, comfortable clothing with the exception of jeans is recommended. There may be periods of downtime depending on your assigned task. Bring your cell phone. Sometimes this is the only means of communication. Remember to report your service hours to the Chair.
Annual Meeting & Silent Auction

The Chamber’s Annual Meeting and Banquet is a highlight of the year. The meeting is held at various locations throughout Chatham County. There is a cost to attend the annual meeting, but Ambassadors who work the event can attend for free.

Benefits to the Ambassador
- Opportunity to increase your name and face recognition in the community
- Opportunity to attend the banquet for free

Ambassador Responsibilities
The following assignments are available for the Annual Meeting/Silent Auction.

1. **Setup** - Help with setup up the day before event and/or the day of.
2. **Registration** - Welcome attendees, check their names against the pre-registration list, answer questions, etc.
3. **Name tags** – Hand out pre-printed name tags if they are available
4. **Assist with the Silent Auction** as needed.
5. **Direct attendees** to the Silent Auction and show sponsors where their reserved table is.
6. **Clean up** - Help with clean up after the event.
7. Report your service hours within 3 days of service to the Ambassador Chair via email.
Chatham Community Business Showcase

The Chatham Community Business Showcase is held annually in October. The Ambassadors role in this event is evolving.

Benefits to the Ambassador
- Opportunity to increase your name and face recognition in the community
- Opportunity to network with other businesses and the public during the event
- Enjoy a free lunch with the exhibitors

Ambassador Responsibilities
1. **Promote and spread the word** of the event prior to the event date to increase exhibitor participation and public attendance.
2. **Welcome** – Welcome attendees and hand out bags/information.
3. **Exhibitor Assistant** – Stopping by booths and asking exhibitors if they need anything, watching exhibitor booths while they have lunch, use the restroom, etc.
4. **Gophers** – Helping the Chamber staff as needed
5. **Other duties** – as specified
6. Report your service hours within 3 days of service to the Ambassador Chair via email.

Siler City Christmas Parade

The Siler City Christmas Parade is held in downtown Siler City the second Thursday in December.

Benefits to the Ambassador
- Opportunity to show pride in your community by supporting a local celebration
- Opportunity to increase your name and face recognition in the community
- Chance to “work” an event that is truly a lot of fun!

Ambassador Responsibilities
1. **Judging** – Ambassadors may be asked to serve as “float judges.” Cash prizes are given to the top 3 judged floats.
2. **Lineup** – Assistance with parade lineup
3. **Santa and the kids** – Ambassadors may be asked to assist Santa when he is greeting the kids after the parade.
4. Report your service hours within 3 days of service to the Ambassador Chair via email.
6. Ambassador Point System

Points

1. Each event attended that you are not assigned to work

1. Each Ambassador meeting attended

3. Each non-active member that you get to attend an event

3. Special offerings / above and beyond instances

3. Most members recruited during a quarter*

2. 2nd most members recruited during a quarter*

3. Mentorship of ALL new members assigned

2. One in person visit made per member that you are assigned to mentor (2 points per member visited)

2. For each Leadership Chatham participant recruited

2. For each Young Professional Group member recruited

Ambassador points, service hours and performance are taken into consideration when making a decision on the Ambassador of the Quarter and the Year. Remember to report all service hours and points earned to Erica within 3 days of occurrence.

*Quarters run as follows:

1. March - May
2. June – August
3. September - November
4. December – February

Thank you for serving as a Chamber Ambassador!
7. Ambassador Application / Commitment and Agreement

Name

Title

Employer / Business

Address

Phone: 

Mobile Phone:

Email Address:

1. Please tell us what why you think you would be a good Ambassador?

2. What you hope to gain from serving as an Ambassador?

3. Please tell us a little about yourself...interests, hobbies, what’s important, etc.
I understand the mission and purpose of the Ambassador Program and agree to devote the time necessary to accomplish the goals of the program.

I understand that my responsibilities are to:

- Serve as an Ambassador for a period of at least one year. I can be re-elected for another term.
- Provide a minimum of five hours service per quarter as needed
- Report service hours promptly to the Ambassador Co-Chairs.
- Attend Ambassador Orientation
- Attend Ambassador meetings whenever possible
- Attend Chamber events whenever possible
- Carry out the responsibilities of an Ambassador as outlined in the Ambassador Program Guide
- I further understand that if my schedule does not allow me to fully support my duties as an Ambassador, I will resign until I am able to fully participate.

☐ I understand that my photo may be used in promotional information and on the Chamber website.

☐ I have the permission of my employer to participate in the Ambassador Program

Signature: ____________________________ Date: __________________________

Please return this application and the “Typical Availability” sheet to the Chamber office via email or fax.
Typical Availability:

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