



# Ambassador Program

## What is an Ambassador?

An ambassador for The Colony Chamber of Commerce is someone with a passion to serve the Chamber and is driven to engage with businesses throughout the community and assist new members with acclimating to the Chamber. They recognize it is both an honor and a privilege to serve as an ambassador.

## What are the Benefits for Being a Qualified Active Ambassador?

All active ambassadors will have greater visibility in the community through networking with businesses and their representatives during ribbon cuttings, fundraisers, and other activities sponsored by the Chamber.

Qualified ambassador's benefits include:

- Contact information with links on the Chamber Ambassador Webpage
- Opportunity to win Ambassador of the Month / Year
  - Recognition at the 3 regular events for that month
  - Given 2 minutes to speak at one of the regularly scheduled events for that month
  - Recognition on all social media run by the Chamber: i.e. Facebook, e-newsletters, twitter, etc
  - Ambassador of the Year will receive a free Banner ad on the webpage
- Ambassador of the Month will receive a 15% Discount for 1 Banner ad on the webpage
- Point system to earn quarterly rewards

## What are the Requirements to Become and Continue to be a Qualified Ambassador?

We appreciate all who desire to be an ambassador. Anyone desiring to become an ambassador must fill out an application to be approved by the Board of Directors. An ambassador must be a Chamber member in good standing. There is a monthly evaluation of who is considered a qualified, active ambassador.

The following requirements will distinguish those who are truly dedicated to helping the chamber through the Ambassador Program:

- Attend the monthly ambassadors' meeting held the 4<sup>th</sup> Tuesday of each month from 6 – 7:30 pm
- Commit to 1 year of service as an ambassador
- Attend at least one regular monthly Chamber event: Breakfast & Business, Leadership Lunch, or Happy Hour
- Participate in at least 3 ribbon cuttings a month
- Assist in 2 fundraisers/special events a year, taking a lead on a committee / team
- Assist the Membership President during growth and retention campaigns. This may include phone calls or drop in visits to potential / former members or to help retain current members
- Assist with sign-in / registration table at events
- Must use the stated form of communication decided by the Board of Directors (currently Slack)

If, during the year, an ambassador is unable or unwilling to fulfill these requirements, they will be asked to step down as an ambassador. The Board of Directors may also ask someone to step down if it does not believe the person is adequately or appropriately representing the Chamber.

If you have any questions about or suggestions for the ambassador program, please contact the Ambassador President, Jennifer Nelson, at [nelsonj@bricks4kidz.com](mailto:nelsonj@bricks4kidz.com)

*Should any ambassador wish to have an ambassador nametag, please fill out the request form online and pay the \$15 fee.*

#### *AMBASSADORS' MISSION STATEMENT*

*The primary mission is to be goodwill representatives of the Chamber at a variety of functions and to assist in the retention of existing Chamber members and enlistment of new members. This awesome group of people helps maintain contact with other Chamber members while promoting the Chamber of Commerce and its purpose.*

#### *VISION STATEMENT*

*The Ambassadors will achieve the mission statement by attending Chamber functions and serve as the meeters and greeters at Chamber events such as the monthly networking events, ribbon cuttings and grand openings, and other special events. Ambassadors play an important role by helping new and current members enjoy and engage in the Chamber.*