

THE CHAMBER

GADSDEN • ETOWAH COUNTY • BUSINESS • COMMUNITY DEVELOPMENT

2023 Ambassador Guidelines

Assisting the Chamber in Recruiting and Retaining Members

Mission: To be the premier volunteer business club in Etowah County that builds profitable relationships through strategic networking and collaborative support of each other, other Chamber members and the business community at large.

Ambassador Objectives:

- Educate members about the services and benefits of their membership.
- Foster new member engagement in Chamber programs, events and committees.
- Nurture quality relationships.
- Attend ribbon cuttings, groundbreakings and grand openings.
- Assist with membership development activities and events.
- Meet and greet at monthly Chamber meetings.
- Welcome new members by way of a phone call or personal contact.
- Interview exiting members upon termination of membership.
- Undertake an annual cause as decided upon by club

Meeting Time: First Thursday of each month, noon – 1:00 p.m., Chamber Office

Staff Liaison: TBA

Registration: \$100.00 (Partnering for Prosperity Investors – no charge)

Monthly Lunch Cost: No charge

Benefits to Ambassadors:

- Official ambassador name badge
- Opportunity to earn Ambassador spotlight through Ambassador of the Month in weekly electronic newsletter
- Free Chamber event access when committing to volunteer at/for event
- Exclusive invitations to community events afforded to Chamber leadership teams only (i.e. soft openings, legislative roundtables, limited opportunity events)
- Exclusive professional development (i.e. personality assessments, networking training, etc.)
- Exclusive networking opportunities (i.e. registration desks, greeting, etc.)
- Exclusive access to Chamber planning, legislative issues and community forums
- Identified as being a first point of contact for mentoring new business
- Exclusive opportunities to interact with staff and board of directors
- The opportunity to build relationships and networks that are deep, profitable and meaningful within the club, with other members and with the business community at large.

Expectations of Ambassadors:

- To represent The Chamber in a professional manner, including but not limited to: attire, professional behavior in all public interaction (during and after normal business hours), and on social media.
- Attend 75% (9 of 12) of Ambassador monthly networking lunch meetings.
- Foster involvement in the Chamber (networking & training programs) of new members during the first three months of their membership; Ambassador and Company paired-up through the “buddy system” model and the same Ambassador makes 1 & 9 month calls to the same business.
- For networking and program events, attend and help with greeting, registration, guiding first timers, building networking opportunities and/or clean-up.
- Mentor assigned new ambassador throughout their one-month trial membership period.
- Work with Development Manager to establish prospects and outreach method to at-risk members.
- Ensure member company never enters a past-due status on any invoice.
- Submit monthly point tracking to development manager and consistently maintain no fewer than 140 points per month
- Provide feedback for continuous improvement of program
- Complete an annual program and self-assessment
- Attend annual ambassador orientation and various workshops and planning sessions throughout the year.

Rewards & Recognitions: Earn & track points to reveal Ambassador of the Month for feature in weekly electronic newsletter. Ambassador of the Year will be recognized at the annual meeting in January of each year. The chairperson of the club will be selected annually for the subsequent year by Chamber staff with club member input considered.

Monthly Meetings: Monthly Ambassadors Lunch Meeting continues as scheduled, with structure to include networking and spotlights with Ambassador Members sharing 5-10 minutes about their business. Other elements to the monthly lunch meeting include recognitions & rewards, mini trainings, volunteer sign-ups, buddy assignments, exit interview assignments and announcements.

Why Ambassadors:

- Ambassadors are a crucial link between The Chamber and its members and help foster an active business environment.
- To better leverage the strengths of our members in engaging and serving our members resulting in increased member retention.
- To better serve our members and the greater community by utilizing an elite corps of volunteers who are professional in every manner and who, through their representation reestablish the Chamber’s reputation.
- To maximize the effectiveness of the Ambassadors by capitalizing on a more focused commitment vs. simply attending a networking lunch once a month.
- To provide the means for our members to foster meaningful, long lasting relationships rather than superficial, “one-time” contacts.

Ambassador Selection Process:

Ambassadors are selected through an invitation, application and interview process. Prospects are identified by Chamber staff, board members and existing ambassadors. Prospects are vetted prior to invitation to ensure prior compliance with all expectations of a professional public image.

Applicants are required to:

(Mark if completed)

- Be a current chamber member for 6 months
- Employed with current employer for 6 months (transfer of existing ambassador to new employee may be waived)
- Submit a completed Ambassador application
- Submit signed signature page (including signed employer consent) and signed Code of Conduct
- Complete interview with Development Manager
- Attend one Ambassador Luncheon (may be completed prior to or after interview)
- Complete one-month trial by shadowing Ambassador mentor at events/activities
- Attending annual on-boarding and orientation event in January

Applicants are evaluated on application information, professionalism, and Chamber involvement. Applications are submitted to the Development Manager then forwarded to the Ambassador Chair. Upon acceptance of an application by the Ambassador Leadership Team, an interview will be scheduled to complete the acceptance process. Applications will be accepted between October 1 and October 31 of each year for vetting, trial membership and determination of membership to occur no later than December 31 for membership the following year. Any changes to the Ambassador Program that involves policies or guidelines, must be approved by majority vote.