

# 2023 AMBASSADOR HANDBOOK

## WELCOME

Congratulations - Welcome to The Grove City Area Chamber of Commerce Ambassador Program!

In 1978, The GCACC was founded to strengthen the economic climate while enhancing the quality of life within the business community in our area by providing value-added programs such as education classes, networking events, marketing opportunities, and business and insurance discounts.

Grove City is one of Ohio's fastest-growing communities in Central Ohio and currently has one of the largest suburban Chambers with well-over 760 members.

The Grove City Area Chamber of Commerce Ambassador Program is essential and highly important - staffed by volunteer GCACC members who serve as liaisons between the Chamber and its Membership.

### Purpose

GCACC Ambassadors serve as a liaison between the Chamber, its Membership, and the Grove City Area Business Community

### Mission

To promote the interests of business and the Chamber by initiating contact with members and non-members at Chamber events, business site visits, and events in the community

## WHO ARE CHAMBER AMBASSADORS

Ambassadors are highly visible, respected volunteers who serves as the Chamber's primary liaison for the Membership. Considered the goodwill arm of the Chamber, the Ambassadors play an essential role in member retention. Each Ambassador is charged with conveying information between the Chamber and its members. Communication between the Chamber and its members it vital in keeping everyone informed on Membership Benefits, GCACC Events & Programs, and keep the Chamber aware of the needs of its members.

Upon their appointment, each Ambassador commits to building lasting relationships with their assigned members to build a loyal, committed membership base that wants to continuously support, participate, and invest in the Chamber and the Grove City Community.

## ABOUT THE PROGRAM

The Ambassadors serve as an elite group of individuals who assist the GCACC Staff in maintaining the relationship between the Chamber and its Membership. Ambassadors visit member businesses and call them regularly to answer any questions the Member may have about benefits and to encourage the membership to be involved and attend GCACC Events & Programs.

Additionally, the Ambassador Committee serves by greeting members and non-members at Chamber Events & Programs and participate in Member ribbon cuttings and other Chamber-sponsored business events.

## BENEFITS OF THE AMBASSADOR COMMITTEE

- ✓ High-visibility networking opportunities
- ✓ Verbal and visual recognition in select Chamber publications
- ✓ New business contacts for the Ambassador's business
- ✓ Connection opportunities with businesses and leaders in the community
- ✓ Increased knowledge of opportunities and benefits that the Chamber offers
- ✓ Eligibility to win 'Ambassador of the Year' – awarded at the Annual Meeting

## AMBASSADOR COMMITTEE ELIGIBILITY

Participation in the Ambassador Committee is a membership benefit open to representatives from any company that is a GCACC Member in good standing. Candidates willing to fulfill the duties and meet the responsibilities for the Ambassador Committee are invited and encouraged to apply.

## AMBASSADOR COMMITTEE STRUCTURE

The Ambassador Committee has two (2) appointed positions: (1) Chair and (2) Co-Chair. Each position serves a 1-year (12 month) term beginning in January.



## MEETINGS

**The Ambassador Committee meets on the 3rd Thursday from 8:00am–9:00am every month at Panera Bread on Stringtown Road in Grove City. Attendance is expected.**

Ambassador Committee meetings consist of networking with fellow Ambassadors, continued training and updates on GCACC Membership Benefits, updates on GCACC Events & Programs, member assignments, and discussion of other topics relevant to GCACC Ambassadorship. Attendance to these meetings will equip Ambassadors to be as effective and supportive to the Membership as possible and is expected.

## 2023 Ambassador Meeting Dates:

- March 16<sup>th</sup>
- April 20<sup>th</sup>
- May 18<sup>th</sup>
- June 15<sup>th</sup>
- July 20<sup>th</sup>
- August 17<sup>th</sup>
- September 21<sup>st</sup>
- October 19<sup>th</sup>
- November 16<sup>th</sup>
- December 21<sup>st</sup>

**If an Ambassador misses more than 2 of these meetings, we will presume they are no longer interested in participating and will re-assign member contacts to another Ambassador.**

## GENERAL EXPECTATIONS

- Provide headshot photo and mini bio to [kaziah@gcchamber.org](mailto:kaziah@gcchamber.org)
- Attend bi-monthly Ambassador Committee meetings
- Attend Annual Ambassador Training
- Attend GCACC Events on a regular basis
- Mentor new GCACC Members
- Promote the GCACC to Members and non-members in the Business Community
- Accept additional Ambassador Assignments as offered by GCACC
- Visit, call, email and communicate with assigned Member Businesses a minimum of twice per year – *more frequently is greatly desired*
- Keep Chamber Members informed of new business openings, Member celebrations and other information from the business community at large
- Communicate the results of your GCACC Membership Survey and Talking Points to Ambassador Chair monthly
- Submit your GCACC Ambassador Monthly Progress Report by the 30th of each month to Kaziah ([kaziah@gcchamber.org](mailto:kaziah@gcchamber.org)) at the Chamber Office.
- If you don't submit a contact report to the Chamber office or you miss more than 2 consecutive meetings, we will presume that you are no longer interested in being an Ambassador and your contacts will be re-assigned to another Ambassador.
- Ambassadors will dress and maintain themselves in a professional manner when meeting with GCACC members and participating in GCACC networking events

## EVENTS

Ambassadors are expected to:

- Volunteer to help with at least two (2) Chamber Business Events annually
- Volunteer to help with at least two (2) Signature events annually
- Arrive 15 minutes prior to the scheduled event
- Greet members and guests as they arrive
- Network with members and their guests
- Participate in photos to be included in the Chamber newsletter and website
- Keep the Chamber informed of upcoming member events and celebrations and of new business in the community.

## 2023 GCACC SIGNATURE EVENTS

<b>Annual Meeting</b>	<b>Feb 8</b>	<b>Pinnacle Ballroom</b>
<b>Farmers' Market</b>	<b>Every Saturday May 13<sup>th</sup> - Sept 9<sup>th</sup></b>	<b>Town Center</b>
<b>WE:LEAD Annual Business Forum</b>	<b>May 24<sup>th</sup></b>	<b>Aladdin Shrine Center</b>
<b>Chamber Open Golf Outing</b>	<b>Jul 10<sup>th</sup></b>	<b>Hickory Hills Golf Club</b>
<b>Arts in the Alley &amp; Voice of Grove City</b>	<b>Sept 15<sup>th</sup> - 17<sup>th</sup></b>	<b>Town Center Park</b>
<b>Arts in the Alley Community Parade</b>	<b>Sept 16<sup>th</sup></b>	<b>Step off at SW Blvd / Broadway</b>
<b>Chamber Foundation Fundraiser</b>	<b>Oct 20<sup>th</sup></b>	<b>Aladdin Shrine Center</b>
<b>Boo Off Broadway</b>	<b>Oct 28<sup>th</sup></b>	<b>Town Center Park</b>

### **Nametags**

Chamber Ambassadors are identified by their Chamber nametag, which should be worn at all Chamber functions. The Chamber will purchase the first nametag. If the Ambassador loses their nametag, they will be responsible for the cost of a new one. Each Ambassador will also receive printed stickers that adhere to their professional business card, which identifies them as a GCACC Ambassador.

### **CODE OF ETHICS**

Even though an Ambassador represent their company and the Chamber, occasionally instances where there is a "conflict of interest" may arise that may interfere with an Ambassador's duties and can be addressed on a case-by-case basis. The Ambassador is expected to communicate openly and honestly with the Chamber to quickly resolve any issues as they arise.

### **DIVERSITY**

The Chamber will make every effort to maintain the diversity of professional disciplines, service providers, gender, and race. The Chamber will strive to ensure our Ambassador Committee reflects the diverse interests and needs of its membership.

## AMBASSADOR PROGRAM POINTS

EVENT / ACTIVITY	Points
Ambassador Committee Meeting	25
Referring a business that joins the chamber	75
Volunteer at a GCACC Signature Event	75
Chamber Business/Networking Events Volunteer	50
Visit Existing Member <b>AND</b> submit a completed monthly report	50
New Member Follow-Up (Bring to Networking/Chamber Events/etc.)	25

## AMBASSADOR RECOGNITION STRUCTURE

*Every Ambassador will be recognized on the GCACC Website with their photo and mini bio*

- 500+ points Recognition in the GCACC Chamber Weekly Connection (e-newsletter)
- 600+ points Business bio in the Chamber Business Connection (e-magazine)
- 700+ points Verbal recognition at the Annual Meeting

**Ambassador with the highest number of points is awarded  
'Ambassador of the Year' at the Annual Meeting**

### Interested in Becoming an Ambassador?

Email [shawn@gcchamber.org](mailto:shawn@gcchamber.org) or call the Office (614) 875-9762!