

## 2021 Ambassador Program Guide

### Purpose and Benefits

Chamber Ambassadors will support the staff by:

- Assisting with events
- Assisting with outreach via social media, phone and email
- Serving as an informal focus group for occasional staff questions

Ambassadors will enjoy:

- Frequent opportunities to connect with Chamber members
- Prominent recognition in the Chamber newsletter, website and social media
- Volunteer experience and leadership opportunities
- Opportunities to build relationships with Chamber staff and volunteers

### Activities

**All Ambassadors should:**

- Commit to volunteering 4 hours per month
- Attend networking events and help attendees make connections
- Read the Chamber newsletter and stay up-to-date on Chamber activities
- Explore the list below and tell the Ambassador liaison which activities fit your interests

#### 1. Events

- **Setup/Greeter at Let's Connect and other events**
- **Attend ribbon cuttings as a representative of the Chamber**
- Attend Chamber 101 to connect with new and prospective members
- Monitor chat, co-host or tech support during Zoom events or Facebook livestreams
- Suggest and recruit speakers or venues for Chamber events
- Take notes at an event and write up a short recap
- Provide feedback after events

## 2. Social Media Engagement

- **RSVP and share Chamber events on Facebook and LinkedIn**
- **Share, repost, retweet Chamber posts on Facebook, Instagram, LinkedIn, Twitter**
- Post a positive review or recommendation
- Invite your connections to Chamber events on Facebook and LinkedIn
- Comment on business-related posts in your network and tag the Chamber
- Follow & engage with Chamber members and tag the Chamber

## 3. Phone Outreach

- **Call members on behalf of the Chamber** – The Chamber will provide a list of contacts and one or two questions to ask. Make a note of responses and report back.

## 4. Focus Group

- **Respond via email to occasional staff questions seeking your perspective as a member**
- Reach out personally to your connections for feedback on specific Chamber questions

## 5. Photo and Video

- Take photos and/or video at an event
- Visit Chamber members for on-location photos and/or video
- Edit highlight clips from videos of Chamber events and speakers (or mark the time so staff can edit)

## 6. Other

- Membership research/analysis
- Help plan and lead workshops, events, programs
- Your ideas welcome! What would you like to help with?

### **Ambassador Liaison:**

Ann Marie Hohenberger, Chamber Marketing & Communications

[annmarie.hohenberger@cvillechamber.com](mailto:annmarie.hohenberger@cvillechamber.com)

*Please read and agree to the Ambassador Code of Conduct on the following page.*

## Ambassador Code of Conduct

1. We appreciate your volunteer commitment and want to support you in return! Let us know how the Chamber can assist you and your organization.
2. Be knowledgeable about the Chamber. Familiarize yourself with the website ([www.CvilleChamber.com](http://www.CvilleChamber.com)), read the e-newsletter, and be ready to recommend Chamber events and programs to others. Reach out to staff if you have any questions.
3. Always be kind and considerate when representing the Chamber.
4. If your availability changes and you cannot volunteer as scheduled, notify the Ambassador Liaison as soon as possible. Ambassadors who fail to show up for scheduled commitments may be asked to resign from the program.
5. Some activities will include deadlines. Please be honest with yourself and only commit to deadlines that you can meet.
6. If you are unable to fulfill your volunteer commitment of four hours during a given month, please look for ways to help out more at another time. If you consistently do not meet your volunteer commitment, you may be asked to resign from the program.
7. As an Ambassador, your interactions with Chamber members should focus on the member's needs and how the Chamber can support them. Please do not use your Ambassador activities as a sales opportunity for your own organization.
8. When acting as an Ambassador on social media, keep your tone positive. Do not engage in arguments or criticize others.
9. All Ambassadors must be current Chamber members in good standing.

Ambassador Signature \_\_\_\_\_

Date \_\_\_\_\_