

2023 Ambassador Program Guide

Chamber Ambassadors will support the staff by:

- Assisting with events
- Assisting with outreach and engagement via email, phone and/or social media

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

All Ambassadors should plan to:

- Commit to volunteering at least 2 hours per month
- Attend networking events and help attendees make connections
- Read the Chamber newsletter and stay up-to-date on Chamber activities

1. Events

- Attend ribbon cuttings as a representative of the Chamber
- Setup/Greeter at Let's Connect and other events

2. Member Outreach

- Contact at least one new member per month. Meet up in person if possible. Answer questions and offer introductions.
- Assist as needed with occasional member outreach campaigns.

3. Social Media (optional)

- RSVP and share Chamber events on Facebook and LinkedIn
- Share Chamber posts on Facebook, Instagram, LinkedIn, Twitter

Ambassador Liaison:

Ann Marie Hohenberger, Chamber Marketing & Communications

annmarie.hohenberger@cvillechamber.com / mobile 434.981.2004

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) and read the e-newsletter. Be ready to recommend Chamber membership, 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. When acting as an Ambassador – at Chamber events or when contacting members on behalf of the Chamber – your interactions with Chamber members should focus on the member’s needs and how the Chamber can support them. If you have a sales pitch for your organization, we ask that you save that for a separate conversation.
5. When acting as an Ambassador on social media, keep your tone positive. Do not engage in arguments or criticize others.
6. If your availability changes and you cannot volunteer as scheduled, notify the Ambassador Liaison as soon as possible. Ambassadors who miss scheduled commitments without notice may be asked to resign from the program.
7. If you are unable to fulfill your volunteer commitment of two 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.
8. Some activities will include deadlines. Please be honest with yourself and only commit to deadlines that you can meet.
9. All Ambassadors must be current Chamber members in good standing.

Ambassador Signature _____

Date _____