



Reidsville Chamber of Commerce Ambassador Team

The Chamber Ambassador Team members are the Chamber's special volunteers who work as liaisons between the Chamber and the business community. As an Ambassador, you can participate regularly in Chamber activities and be an important part of the Chamber's growth.

An Ambassador needs to be a responsible person who is committed to business development in the Reidsville area and who wants to be an active participant of the Reidsville Chamber of Commerce. The role of an Ambassador allows for many opportunities to enhance your own business relations and meet other fellow Chamber members.

CHARACTERISTICS OF AN AMBASSADOR

- Motivation to be successful: Simply put, a volunteer must want to be a successful Ambassador and should exhibit a sincere willingness to help in any capacity. A positive attitude is a must.
- Communication skills: Are a must. Although not a requirement, previous sales and marketing experience and associated communication skills are a benefit to the volunteer.
- Tenure: Sufficient tenure with one's company generally provides the volunteer with a base of job security from which to step most effectively into volunteer responsibilities.
- Volunteer Involvement: Although not a requirement, previous volunteer involvement demonstrates an inclination towards success as a Ambassador.
- Character: Individuals should represent the Ambassadors in such a way that others will form a favorable opinion of the team and the Chamber.

BENEFITS OF INVOLVEMENT

AMBASSADOR BENEFITS:

- Recognition – Letters to your employer and recognition at Chamber functions
- Business Contacts
- Affiliation with a prestigious organization
- Publicity: Chamber Newsletter
Ambassador of the Year Awards
Membership Directory

AMBASSADOR COMPANY'S BENEFITS:

- Recognition at meetings of the Board of Directors and other Chamber functions
- Recognition in Chamber publications
- Recognition throughout the Reidsville & Rockingham County area
- New Business Contacts
- Help to raise and maintain new membership income to fund the Chamber's Strategic Plan, which will improve the overall community development of the Reidsville & Rockingham County area
- Development of business leadership skills

AREAS OF INVOLVEMENT

Ambassadors take an **active** role in the following areas:

- **NEW MEMBER DEVELOPMENT**

Primary function of an Ambassador is to seek new members and encourage participation in Chamber activities

- **MEMBER RELATIONS**

Goodwill Visit Program including visits and tracking calls.

Renewal calls, if applicable.

Discuss new Chamber programs and activities with existing members.

Attend special events of members, i. e. ribbon cuttings and grand openings.

Communicate to Chamber staff problem areas and member questions.

Encourage participation in and meet new members at Chamber functions.

- **HOST/HOESSE OPPORTUNITIES**

Act as a representative of the Chamber at activities such as Business After Hours & monthly Chamber Coffees.

- **SPECIAL PROJECTS**

Work directly with the Chamber staff and board concerning activities and programs to assist with the future direction of the Ambassadors and Chamber.

DESCRIPTION OF ACTIVITIES FOR AMBASSADORS:

The following is a description of the approved Ambassador activities that are to be reported on the Ambassador Point Sheet:

Ambassador Council Meeting Attendance: Meetings are held quarterly at the Reidsville Chamber of Commerce (10 Points = 1 Attendance)

Goodwill Tracking Calls: Once a Goodwill visit is completed and turned in, that member's information is retained by the Ambassador and follow-up calls are made periodically to remind the member of events and activities and encourage participation. Goodwill Tracking Calls may be counted for points up to 6 months after the Goodwill Visit is made (2 points = 1 phone call).

Goodwill Visits: Personally, visit with new members (as assigned) to thank them for joining and encourage them to become involved. When problems are encountered, helps to facilitate communication between the member and the Chamber (5 points = 1 visit)

Recruit New Members: The primary function of an Ambassador is to recruit new members and to encourage participation in the Chamber's programs and activities (10 Points = 1 New Member)

Member Orientation Attendance: Ambassadors help new members feel welcome and facilitate networking (5 Points = 1 Attendance)

Recruit New Ambassador: Volunteer participation is critical to the achievement of the Chamber's goals. A strong and active Ambassador Council is vital to the Chamber's success (3 Points = 1 New Recruit)

Recruit Volunteers: Ambassadors may be responsible for assisting the Chamber with the recruitment of volunteers for events throughout the year (3 Points = 1 Volunteer)

Bring a Potential New Member to Business Coffee/After Hours: Ambassadors introduce a potential new member to existing members and allow the potential new member to experience participation firsthand (3 Points = 1 Potential Member).

Business Coffee/After Hours Attendance: Chamber Coffees and After Hours are great networking opportunities. Ambassadors help new Chamber members feel welcome and facilitate networking. Ambassadors have the opportunity to volunteer at these events by greeting and registering attendees (3 Points = 1 Attendance/5 Points = 1 Volunteer Shift)

Attendance at Ribbon Cuttings/Grand Openings: Attend the announced events of Chamber members (5 Points = 1 Attendance)

Other Chamber Events: Ambassadors attend and/or volunteer at various Chamber events. Points vary – refer to Ambassador Council Program Spreadsheet. Although Ambassadors may both attend and volunteer at events, points are only accepted for attending OR volunteering (i.e. if an Ambassador attends and volunteers at a Chamber Coffee, the Ambassador only receives points for volunteering).

STRUCTURE OF THE AMBASSADOR PROGRAM

The participants receive direction from the Chamber President and Ambassador Program Chairman (Office Manager). The Chamber provides staff support.

OFFICE MANAGER RESPONSIBILITIES

- Personally meet and orient each new Ambassador and insure that they have a thorough understanding of the program and their responsibilities.
- Ensure that each new Ambassador is thoroughly knowledgeable about the Chamber.
- Distribute pertinent information to Ambassadors.
- Hold meetings to update Ambassador Team on new member prospects and Chamber activities, provide training and information about point earning opportunities.
- Recognize the Ambassador of the Year at the Chamber Annual Meeting/Installation Banquet.

CHAMBER STAFF RESPONSIBILITIES

- Assist Office Manager with completing responsibilities.
- Recognize the Ambassador of the Year at the Annual Awards Dinner.
- Schedule sales and other necessary training as needed.
- Monitor progress of the Ambassador Team toward attaining yearly goals.

STANDARDS OF CONDUCT

An Ambassador is a representative of the Reidsville Chamber of Commerce and their own business, and is expected to act professionally. An Ambassador's conduct should be based on sound business judgment with high ethical standards. An Ambassador is to respect the honor system and is expected to turn in points only for approved activities that are within the spirit of the Ambassador program.

Ambassadors are to become knowledgeable about the Chamber and its programs, services and activities. In all communications and dealings with fellow Chamber members, an Ambassador is expected to follow all Chamber guidelines and policies.

The Ambassadors are an important part of the Reidsville Chamber of Commerce and each Ambassador should take their participation seriously with a commitment to work toward continued economic development of the Reidsville business community.

Any issues that may arise will be handled by Ambassador Review Committee. The Committee will be comprised of the Chamber President, the Chairman of the Board of Directors and the VP of Membership.

RULES OF PARTICIPATION

- An Ambassador must be a retiree or an employee of a Chamber member firm in good standing. Should the company drop its membership, the Ambassador will become inactive. When the company renews its membership, the Ambassador will become re-activated with employer approval.
- Employer endorsement is required prior to acceptance. If an Ambassador changes employers to another Chamber member, endorsement by the new employer is required.
- At least one Ambassador or other Chamber board member must sponsor and provide endorsement prior to acceptance.
- Ambassador applications are to be approved by the Chamber President.
- Ambassadors are expected to accumulate an average of 10 points per quarter. Periodically, activity will be reviewed, and if activity level is low, the Ambassador may be asked to reevaluate their commitment.
- Points must be submitted at each quarterly meeting.
- Membership representation from any firm will be limited to two employees.
- It is not a requirement, but each Ambassador is encouraged to bring in at least 2 new members each year.

AMBASSADOR NAME BADGE

The purpose of the Ambassador badge, which displays each individual's name and company, is to identify those who are active in the program. It helps promote Ambassadors' companies and facilitates recognition as official representatives of the Reidsville Chamber of Commerce.

Ambassador badges will be distributed after completion of orientation. If a badge is lost, or if an Ambassador changes place of employment to another Chamber member, a replacement badge will be provided.

AMBASSADOR OF THE YEAR SELECTION CRITERIA

The Ambassador of the Year will be the Champion who earns the most points from January through November. The winner will be announced and recognized at the Chamber's Annual Awards Banquet, will receive a plaque, recognition in the Chamber newsletter, and on the Chamber's website.

An Ambassador may not receive the Ambassador of the Year designation more than once within a 3 year period.

Rewards:

- 25% off Membership Dues for One Year
- Recognition at the Chamber's Annual Luncheon
- Annual Luncheon, one free admission, valued at \$25
- One additional admission to luncheon at reduced rate (Chamber cost)
- Recognition for Ambassador and company on our Chamber Website
- Recognition for Ambassador and company in Chamber Email Newsletter for one year
- Member spotlight on the Chamber Newsletter in Greensboro News & Record for one month- month of your choice
- Free Banner Ad on Chamber Website for your company

AMBASSADOR AWARDS

In recognition of activities performed, Ambassadors earn points toward awards. A point form is included in these guidelines. Points are not carried over from year to year. For Ambassador of the Year, see above.

150 Points: Reidsville Chamber of Commerce T-Shirt

250 Points: \$15 Gift Certificate to Chamber Member Restaurant

350 Points: \$25 Gift Certificate to Chamber Member Business

500 Points: \$50 Gift Certificate to Chamber Member Business

Rewards:

- 25% off Chamber's Annual Luncheon
- 10% reduction in admission cost to any Chamber event during the year
- Recognition of Ambassadors at all Chamber events
- Recognition for Ambassador and company on our Chamber Website