

Ambassador Committee Handbook



Middleton Chamber of Commerce Mission

Statement:

The Middleton Chamber of Commerce promotes a strong economy and a high quality of life for our members and the community.

Middleton Chamber of Commerce WHY Statement:

To be a connected business community that inspires, shares and learns from each other – so that we're able to grow, succeed and contribute to the greater community.



Ambassador Committee Purpose:

The Chamber's Ambassadors are an elite group of professionals who volunteer their time to provide a crucial link between the Chamber and its members. As an extension of the office staff, they help to ensure that all members receive the maximum benefit from their investment. Ambassadors are at the core of the community's business activities. They enjoy the rewards of making new contacts, strengthening relationships, and accessing a wealth of information and resources. Their primary responsibilities are to assist the Chamber team with staffing events and connecting with new and existing members on a regular basis.

Requirements and Expectations:

- Committee members are required:
 - To be current members of the Chamber.
 - Have at least one year of membership and attend at least 10 professional development/networking events.
 - Member business is current on their dues.
 - Participate in scheduled orientation.
 - Attend 8 monthly Ambassador Committee meetings on an annual basis. If you aren't able to make it, you must let someone from the leadership team know.
 - Attend at least one Chamber event/month.
 - When volunteer opportunities become available again, the requirement is to volunteer a minimum of 3 Chamber Programs & Events/quarter.
 - Make membership referrals as often as possible to Membership Development Manager.
 - Follow the Middleton Chamber [Member Code of Conduct](#).
 - Respect the roles of the Staff, Chamber Executive, Committee Members, Board of Directors, and volunteers.
 - Meet with Membership Development Manager and/or Ambassador Leadership or Executive Director upon request.
 - Remain open to feedback and coaching so Ambassador reaps all the rewards of the committee.

Professional Benefits

Through your participation in the Ambassador program, you will enhance your career through strategic networking. You will be introduced to our new members before anyone else, and those connections can enhance your professional visibility in the business community. Your knowledge of the business community will automatically grow. While attending events and volunteering, you are increasing the visibility of both yourself and your business, potentially expanding your own client base.

Committee Structure

Leader Roles:

- Chair (Two-year term, renewable):
 - Verify with Ambassadors that contacts are being made
 - Facilitate meetings
 - Help with tips/table topic discussion
- Co-Chair (Two-year term, renewable):
 - Help facilitate meeting
 - Put together volunteer opportunities
 - Put together Ambassador social hours
 - Help with tips/table topic discussion
- Mentors:
 - Team of four who will volunteer to assist new Ambassadors with any questions and ensure they feel comfortable in their new role

Ambassador Duties – Member First Impressions & Engagement

- Event Participation
 - Get Moving Middleton
 - Business Social Hour
 - Trolley tours
 - Golf Outing
 - Annual Celebration
 - Ribbon Cuttings
- Ongoing Member Engagement/Retention:
 - Ambassadors play an important role in the Middleton Chamber of Commerce’s ongoing member engagement and retention because of their ability to provide a **member** perspective. In turn, making more connections can only enhance your presence in the business community.

Engagement Contacts

- **New Member Engagement:** Membership Development Manager will send weekly email to Ambassadors include new member information. It is up to each Ambassador to determine whether they want to **email, call, send a note or visit the new member**. But, reaching out can only add to your professional (and personal) connections. The more connections a new member has with the Chamber of Commerce, the more likely they are to renew. Reaching out to new and existing members is an important part of member retention, and we thank you for all you do.
 - If Ambassador elects to reach out to the new member, it is their responsibility to BCC archive@middletonchamberwi.chambermaster.com. If Ambassador elects to call, send a note, or stop in, they should let Membership Development Manager know so that the CRM can be updated.
 - Ambassadors are encouraged to tell their membership story and ask questions of the new member. Sample communication script is provided below, but feel free to come up with your own talking points that feel natural to you.

Hi “_____”. My name is _____ and I’m an Ambassador with the Middleton Chamber of Commerce. I want to welcome you to the Chamber and see how things are going so far. (or: thank you for being a member of the Middleton Chamber.)

Live:

- How are you doing, how’s business?
- What prompted you to join the Chamber?
- Have you attended any Chamber events so far? I plan to attend _____ if you’d like to meet up there.
- One thing that really helped me feel connected to the Chamber when my business joined was _____ (joining a committee, attending networking events, being part of a micro-group, etc.)
- Thank you for your membership.
- Here’s my business card. Don’t hesitate to reach out with any questions or concerns.

Voice Message:

- I hope you’re doing well and that business is good.
- I would like to be a resource for you and introduce myself in person, would you be able to meet me at the next Chamber event on *_____? If not, maybe we could meet for coffee or I could stop by your office?
- I look forward to meeting you, I’ll also send you an email, so you have my contact info.

The **Chamber is a business resource** for you, reach out when you need anything, the staff is there to help. You can call them at any time at 608-827-5797.

Current Member Engagement:

- On a monthly basis, Membership Development Manager will request volunteers to connect with recently renewed members and upcoming renewals.
- A color-coded sheet will be distributed to volunteers so efforts aren't duplicated.
 - If Ambassador elects to reach out to the new member, it is their responsibility to BCC archive@middletonchamberwi.chambermaster.com. If Ambassador elects to call, send a note, or stop in, they should let Membership Development Manager know so that the CRM can be updated.
 - Ambassadors are encouraged to tell their membership story and ask questions of the new member. Sample communication script is provided below, but feel free to come up with your own talking points that feel natural to you.

Hi “_____”. My name is _____ and I'm an ambassador with the Middleton Chamber of Commerce. I want to thank you for your membership with the Middleton Chamber of Commerce.

Live:

- How are you doing, how's business?
- Are there specific ways the Chamber has helped your business grow?
 - Maybe share ideas of how you take advantage of membership benefits.
- I plan to attend _____. Will I see you there?
- Thank you for your membership.
- Here's my business card. Don't hesitate to reach out with any questions or concerns.

Voice Message:

- I hope you're doing well and that business is good.
- I would like to thank you for your membership with the Middleton Chamber of Commerce.
- I plan to attend _____? Maybe we will see you there.
- If you have questions/concerns about your membership, feel free to share those.
- Would you like to meet for coffee?
- I'll also send you an email, so you have my contact info.

The **Chamber is a business resource** for you, reach out when you need anything, the staff is there to help. You can call them at any time at 608-827-5797.

Ambassador Best Practices

Referral of New Middleton Chamber of Commerce Members:

- The Middleton Chamber relies on referrals of new members. If you connect with a person or business who isn't already a business, please send a warm introduction between the potential member and membership manager. The Chamber will take it from there.

Referral of New Ambassador Committee Members:

- If you connect with someone you feel may be a good addition to the Ambassador committee, please email their contact info over to the Membership Manager, and the Chamber will take it from there. Please do not CC the potential Ambassador on the email introduction.

Get Moving Middleton:

- **Set-up help/float (arrive by 7:15 AM):** Assist Chamber staff with setup tasks; provide float assistance to registration.
- **Take-down help/float (arrive by 7:45 AM):** Assist Chamber staff with teardown; provide post-event introductions and answer questions.
- **Registration (arrive by 7:15 AM):** Assist with finding name tags for those registered, provide name tags for anyone who hasn't registered, have anyone not registered add name and contact info to sign-in sheet.
- **All Ambassadors:** Place an Ambassador table tent at your table to prevent duplicate Ambassadors and Board of Directors at each table. Help facilitate the FACE discussion.
 - Play the role of host/hostess: Make sure guests and members feel welcome:
 - Ask them what business they are with and introduce yourself!
 - Know where the beverages, continental breakfast, coat rack and how the table of treasures works.

Business Social Hour:

All Ambassador Attendees: Ensure guests and members are having a good time. Greet people, engage with them. Play the role of host or hostess

Registration: Register guests and members, making sure non—registered attendees sign in and fill out a name tag

Ribbon Cutting:

- **All Ambassadors:** Mingle, introduce yourself, congratulate the member on their opening/remodel, assist with ribbon cutting by participating in holding the ribbon or taking pictures

Trolley Tours:

- We request that at least one Ambassador attend each trolley tour. Again, it's a great opportunity to meet our members and network. At least one spot on each trolley tour will be reserved for an Ambassador Committee member

Staff Role:

Monthly Meetings:

- Create meeting agenda (leaders to review prior to emailing to group)
- Discuss upcoming events:
 - Fill greeter spots for: GMM, BSH, RC – we will try to do these in advance as much as we can
- Discussion on engagement calls and new member outreaches
- Highlights and Success Stories
- Volunteer and Social Opportunities
- Provide content for meetings (ideas: City of Middleton and school district updates, Member, Ambassador or Board presentations (i.e., social media strategies, effective networking, business trends, real estate trends, etc.))
- Send Meeting Notes

Weekly:

- Membership Development Manager will send a weekly email on Monday:
 - Event updates
 - New member joins, including new member company information, contact name, email, address, phone number and website

New Ambassadors:

- With chair/co-chair, approve new members
- New Ambassador orientation

- Check in with new Ambassador after first three months to ensure everything is going smoothly

Current Ambassadors:

- With chair/co-chair and advice of board, monitor Ambassador performance and provide coaching if needed
- Determine Ambassador renewals with chair and Executive Director

Ambassador Recognition Program:

Ambassadors will be recognized on social media and at Get Moving Middleton. Recognition will be based on participation on the committee, new member referrals, participation in Chamber events (virtual AND in-person), engagement with the business community.

I acknowledge I received a copy of the Ambassador Handbook.

Name

Date