



# AMBASSADORS' PROGRAM

The Heart of the Alameda Chamber







## OVERVIEW: WHAT IS MY ROLE?

As a Chamber Ambassador you:

- welcome businesses to the community
- seek new members for the Chamber or explain what the Chamber is/does
- attend ribbon-cutting ceremonies for new businesses/new business locations
- contact existing members to ensure they're satisfied with membership
- inform the Chamber office of member needs and concerns
- attend Chamber events
- represent the Chamber within the community
- share Chamber social media posts
- recruit attendees for Chamber events

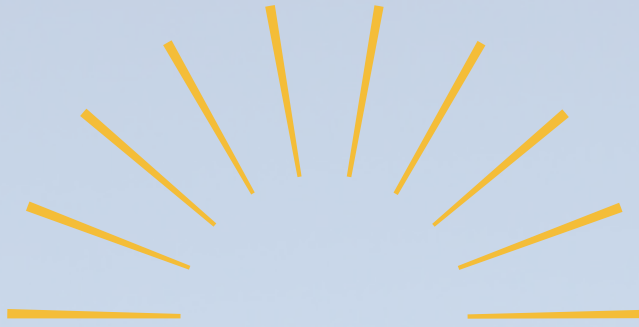
## OBJECTIVE

Ambassadors are the heart of the chamber. Their opinions, counsel, and ideas assist members and non-members by helping to promote the Chamber, welcoming new members to the group, and ensuring Chamber events are successful and enjoyable for everyone. Ambassadors represent the chamber at all times and personify our efforts in the business community.

Being a chamber ambassador makes you a part of an illustrious group of business professionals.



## AMBASSADOR BENEFITS



In addition to member benefits, as an Ambassador you will receive:

- Your name and photo on the Ambassador's page on the Chamber's Website.
- A name tag so people can easily identify you at events.
- The opportunity to connect one-on-one with new and existing Chamber members, meet local business and community leaders.
- Potential media coverage from attendance at Chamber events.
- An insider's perspective of the local business community.
- A chance to help the community and show community pride.
- Recognition at the Chamber's Annual Business Awards event.

# Fill this page out and return it

to Cynthia Gregory, Ambassador Chair at [cgregory@eldercarealliance.org](mailto:cgregory@eldercarealliance.org).

## THE AMBASSADOR COMMITMENT AND PLEDGE

As part of this important volunteer group within the chamber, you promise to:

- Participate (virtually or in-person) at the monthly ambassador meetings
- Attend Chamber ribbon cuttings, grand openings, programs, and other events (virtually or in-person).
- Assist with member retention.
- Greet new Chamber members and introduce them to other members at Chamber events.
- Learn about the Chamber, its staff, committees, and benefits. If you are asked something you don't know the answer to, you will find an answer or escalate the question to the proper person.
- Act as a contact for new and existing members to assist them in maximizing their Chamber benefits
- Encourage members to attend Chamber events and programs, as well as get involved.
- Allocate time to be an active part of this group.

As an Ambassador, I pledge to fully support the policies and programs of the Alameda Chamber of Commerce; I will stay current on Chamber news, events, and activities; and I will represent the Chamber in a positive, professional manner. I understand this is a volunteer position that will give me a unique way to build my business and build relationships with the community. If I fail to uphold my responsibilities, I will relinquish my position.

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Name

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Date





# EARN POINTS

## AMBASSADOR POINTS

As a Chamber Ambassador you have the opportunity to earn points as you complete tasks such as:

- calling and visiting other chamber investors
- attending monthly meetings
- attending ribbon cuttings and other Chamber events
- recruiting other ambassadors
- referring a business to the Chamber
- participating in chamber projects
- sharing Chamber social media posts

Those points will be tallied and the highest performing ambassador for the month will receive a digital community gift card.

## REFER OTHERS

Ambassadors are the heart of the chamber and since it's been said, "you are the company you keep," we would like to invite you to refer others to the Ambassador Program.

Have them fill out the following page and send it to [connect@alamedachamber.com](mailto:connect@alamedachamber.com).

# Alameda Chamber of Commerce Ambassador Program Application

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Name:

Referred by:

Reason you're interested in being an Ambassador:

What are your strengths or special skills?

Are you willing to attend chamber events, make calls to your network on behalf of the chamber, and reach out to new or potential chamber members?

Thank you for your interest. If you have questions, please contact Cynthia Gregory, Ambassador Chair at [cgregory@eldercarealliance.org](mailto:cgregory@eldercarealliance.org).

**Please send your answers to [connect@alamedachamber.com](mailto:connect@alamedachamber.com).**