



Duties and Responsibilities

Ambassador Mission

The mission of the Wilson Chamber Ambassadors is to raise the awareness of the benefits of the Chamber in order to increase membership and retention.

Ambassador Objectives

- To actively promote membership in the Chamber.
- To facilitate networking among members.
- To encourage meaningful participation and involvement in Chamber programs in order to enhance the membership benefits received by each member, strengthen member commitment, and increase long term member retention.
- To contact members as necessary to inform them about upcoming events.

Chamber Mission: who we are.

Support and advance the interests of the greater Wilson business community by providing networking, advocacy, marketing, and education value to our members.

Chamber Vision: where we're going.

Be the respected, representative voice of the greater Wilson business community, leading efforts to make Wilson a premier destination for business.

Chamber Core Values: how we'll get there.

- Providing courteous *SERVICE* to our members and community.
- Preserving *TRADITION* by building on past successes.
- Influencing action through inspiring *LEADERSHIP*.
- Inviting *INNOVATION* and respecting new ideas.
- Establishing *TRUST* through honesty and reliability.
- Exercising *LOYALTY* by putting our members first.

Chamber Benefits

Referrals • Chamber Membership Directory *Sources* • Welcome Back Barton • Chamber Champions • Business and Government Relations • Education Development • Economic Development • Community Development • Chamber Executive Academy • Wilson Spring EXPO • Golf Classic • Fall Blast • Public Policy Series • Annual Meeting • Chamber Ambassadors • Business Development • Wilson Forward • North Carolina Whirligig Festival • Accelerated Networking Luncheon/ Chamber 101 • Chamber B2B • WOW (Women of Wilson)

Ambassador Description

The Ambassadors are the Chamber's premiere volunteer organization composed of high-energy, outgoing and dynamic business men and women. The Ambassadors work together as a team to increase membership retention and to improve awareness of Chamber benefits. Ambassadors also act as hosts at Chamber events.

Ambassador Responsibilities

- To call, visit and act as hosts to assigned members and to facilitate networking with these members at monthly events.
- To provide a reliable customer service base to help assigned members with questions or concerns.
- To educate and inform assigned members on Chamber public policy initiatives, programs and services.
- To get assigned members engaged in Chamber programs and events.
- To sustain and enhance one of the Chamber's most valuable volunteer programs.
- To assist the Membership Department with member retention.
- To assist the Membership Department with member sales.
- To advise staff on issues affecting members, and to offer guidance on how the Chamber can assist members with optimizing their experience.

Ambassador Opportunities

- Professional networking opportunities.
- Recognition on www.wilsonncchamber.com and on the Ambassador's roster.
- Volunteer experience and credibility.
- Opportunity to become *Ambassador of the Year* at the Chamber's Annual Meeting by earning points for attending monthly meetings, Chamber events and assisting staff at Chamber events.
- Use your shared experience as a Chamber member to "break the ice" with potential customers by having greater direct access to the membership.

Ambassador Expectations

- Ambassadors represent the Chamber and should be Chamber members in good standing, as well as exhibit positive behavior on social media sites and in the community.
- There is a cost of \$120.00 per year to be in the Ambassador group. This cost includes lunch at each meeting and is non-refundable.
- Ambassadors are expected to
 - attend a Chamber 101 Orientation.
 - attend monthly meetings and may not have more than two (2) unexcused absences throughout the year (Ambassadors must notify membership services manager within 24 hours of the meeting if they are not going to be able to attend.)
 - attend at least five (5) ribbon cuttings per year and two (2) major events per year
 - volunteer four (4) hours per year at any Chamber event
 - select fifteen (15) members from the Chamber membership roster to communicate with throughout the year through phone calls, emails or personal visits, and interact with them at Accelerated Networking Luncheons and other networking events.
 - keep membership services manager informed of any changes in their assigned member information.
 - solicit assigned members for participation in events such as the Annual Meeting, the Wilson Spring EXPO, Fall Blast and the Golf Classic.
 - Contact prospective members and bring business cards or contact information to membership services manager at monthly meetings.

Community Involvement

Ambassadors are highly-visible and respected members of the Wilson business community. As such, their words and actions often have greater consequence than they realize. Ambassadors should refrain from making public statements (including on social media) that could be interpreted as harshly critical of area businesses (whether those businesses are members of the Chamber or not).

At all times, Ambassadors should aspire to promote area businesses, and provide them with the positive support they need to be successful. However, if an Ambassador has a negative experience with an area business that needs correction, the Ambassador is strongly encouraged to consult with Chamber staff to determine how Chamber resources could be used to communicate suggestions for improvement.

Ambassador Officers

The Ambassador Officers are the leaders of the Ambassador group and is made up of the Chair, Vice Chair, Secretary, Past Chair, and the Chamber membership

services manager. The Officers work as a team to ensure that the objectives of the Ambassadors are completed so that the goals of the group are met. The incoming Chair will select a Secretary in December, prior to taking office. The Secretary will move to the Vice Chair position the next year, and then serve as Chair the next. The Ambassador Officers serve a four-year term in different capacities.

Chairperson oversees the general direction of the Ambassador group. He or she works directly with the membership services manager to ensure the goals of the Ambassadors are met. The chairperson leads and appoints the Ambassador officers.

The chairperson presides over Ambassador meetings, meets with the membership services manager as needed to create agendas, prepare reports, discuss progress and status of Ambassadors, etc. He or she works with each officer to create that officer's goals for the year and assist them when needed. The chairperson also reminds officers of the meeting, helps them prepare their report and updates them if they miss a meeting.

Vice Chair fulfills the duties of the chairperson at networking events and monthly meetings whenever the chair cannot. The vice chair oversees the attendance and involvement of the Ambassadors.

Secretary serves as the time-keeper and note-taker at monthly meetings.

Ambassador of the Year

To be eligible for this prestigious award to be presented at the Annual Meeting, an Ambassador must have been active for at least one calendar year since points are based on January through December results. The award is based on number of points accumulated throughout the year by attending and volunteering at Chamber events and assisting the Chamber staff at events.



Point System

30 Points

Referring a prospective member who joins the Chamber

20 Points

Recruiting a new Ambassador

Ribbon Cuttings

Accelerated Networking Luncheons

15 Points

Annual Meeting

Small Business Week Activities

Wilson Spring EXPO

Golf Classic

Fall Blast

Working at events

10 Points

Monthly Meetings