

**Katy Area Chamber Mission:** *The Katy Area Chamber serves to advocate, connect, and strengthen our members by providing tools and resources to make them more productive and successful.*



## **Ambassador Program**

### **Purpose:**

Being an Ambassador for the Katy Area Chamber is an important role. For new members especially, you will be one of the first people they meet! As a representative of the Chamber, ensuring that new and current members have a great experience is the primary role of an Ambassador.

### **What does an Ambassador Do?**

Ambassadors are volunteers who help promote the Katy Area Chamber business community and support chamber functions. Projecting a positive image, assisting with volunteer roles at events, and reaching out to welcome new members are among the primary activities of an Ambassador. Examples of Ambassador tasks include: calling or visiting with a new member over coffee, inviting members to events, assisting with the event registration table or greeting attendees, and holding the ribbon at ribbon cuttings.

### **Why become an Ambassador?**

Being an Ambassador is one of the easiest and most enjoyable ways to increase visibility for you and your business. The most important role is to adopt new members and help onboard them to the Katy Area Chamber and its benefits. This is also a solid way to build business relationships with members. And, because the role includes volunteering at events, you'll often be seen in the published photos, have the distinguished role of introducing members to each other, and celebrate with new and expanding businesses at their ribbon cuttings. If you plan on attending events anyway, or have been wanting to build your business contacts, being an Ambassador just makes sense.

### **Requirements:**

- Complete and return the Ambassador application
- Meet once per month as a committee
- Adopt new members and complete a welcome checklist
- Volunteer at chamber events
- Meet or exceed the minimum requirement of annual activity (see Ambassador Points)

## **Ambassador Points**

Ambassadors can earn recognition and rewards through their involvement. The following point system will be used:

<b>Activity</b>	<b>Points</b>
<b>EVENT ATTENDANCE</b>	
• Attend a Ribbon Cutting or Groundbreaking	4 points
• Attend Member Orientation	3 points
• Attend a Signature Event	2 points
• Attend a Business After Hours or Chamber Connections	2 points
• Attend special or other event not noted above	1 point
<b>AMBASSADOR ROLES</b>	
• Volunteer at an event (instead of attendance points)	4 points
• Complete the new member checklist with an adoptee	3 points
• Deliver a New Member Welcome Package	2 points
• Attend a Committee Meeting	2 points
• Obtain a donated item for an event or recognition	1 point
<b>CHAMBER GROWTH</b>	
• Recruit a new chamber member (must join for credit)	4 points
• Bring a new member or prospect to Member Orientation	3 points (each guest)
• Bring a prospective member to any event	2 points (each guest)
• Participate in a pop-in visit with Chamber staff	1 point (per visit)
<b>EXTRA CREDIT</b>	
• Recruit a new Ambassador	4 points
• Collect an item for new member welcome package (Qty: 150)	3 points
• Volunteer in the chamber office	2 points (per hour)
• Facebook Live a Social Media Spotlight with Member	2 points

## **Ambassador Recognition**

Ambassadors can earn the following recognition and rewards through their involvement. Below is how awards and rewards will be determined:

### **Awards**

**Monthly Star Performer** – The top point-scoring Ambassador each month will be rewarded with a gift certificate or other member-donated prize at the monthly committee meeting.

**Quarterly Ambassador Award** – The top 3 highest point-scoring Ambassadors will be in the running for the quarterly Ambassador award and a newsletter spotlight. Ambassadors can win this award once per year.

**Ambassador of the Year Award** – The top 3 highest point-scoring Ambassadors as of December 31<sup>st</sup> will be in the nomination pool for the Ambassador of the Year Award to be awarded at the Annual Gala.

### **Rewards**

Earning a certain number of points in a quarter or annually will also reward an Ambassador

**Quarterly Bonus**                      **75 points**  
2 complimentary seats to a chamber luncheon.

**Annual Bonus**                        **250 points**  
2 complimentary tickets to the Annual Gala

### **Ambassador Good Standing**

Ambassadors must achieve a minimum number of points each quarter, and annually, to remain an Ambassador. Those falling short of the minimum 2 consecutive quarters or for the year must sit out the remainder of the year, but may reapply for the following year.

**Quarterly Minimum**                **25 points**

**Annual Minimum**                    **100 points**

## Ambassador Application

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First Name

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Last Name

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Company

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Title

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Address

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City

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Zip

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Business Phone Number

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Cell Phone Number

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Email Address

I'm currently a Katy Area Chamber Member: (Circle one) YES! / No

If No, will you become a member prior to accepting an Ambassador position?

(Please initial.) \_\_\_\_\_ YES! I will become a Katy Area Chamber Member if becoming an Ambassador.

I consent to being an Ambassador for the Katy Area Chamber and plan to fulfill the terms and duties as outlined in the Ambassadors Application.

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*Signature*

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*Date*