

[**AMBASSADOR PROGRAM 2010**]

Program Overview

Overview: Chapel Hill-Carrboro Chamber of Commerce Ambassadors support and enhance the work of the Director of Development, the Director of Membership Services, and the Member Relations Coordinator and provide information to inform the work of the Chamber staff and Membership Committee. The Ambassador Program is led by the Director of Membership Services and coordinated by the Ambassador Chair and Member Relations Coordinator.

Mission Statement: The Ambassadors of the Chapel Hill-Carrboro Chamber of Commerce actively promote membership in the Chamber, facilitate networking among members, and 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.

Our Ambassadors: Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to new Chamber members. Considered the goodwill arm of the Chamber, the Ambassador committee plays an essential role in member recruitment, communication and retention, and each Ambassador is charged with conveying member needs, questions and concerns to Chamber staff, keeping our Chamber in line with our members' desires. Upon their appointment, each Ambassador makes a commitment to build lasting relationships with the membership, particularly new Chamber members, in order to build a loyal, committed membership base that will continue to support, participate and invest in the Chamber.

Ambassador Responsibilities:

- Accept new member assignments and conduct new member interviews via phone calls and/or in-person meetings, learning why members joined the Chamber and reporting relevant information to Chamber staff.
- Attend Chamber and Foundation for a Sustainable Community events in order to greet and build relationships with new members, as well as introduce new members to Chamber staff, board and fellow members, fostering direct connections.
- Attend New Member Orientations and lead or facilitate small group discussions.
- Attend chamber member ribbon cuttings, ground breakings, and grand openings.
- Greet new members, collect business cards and hand out ribbons at networking events.
- Seek out first-time attendees and new members and welcome them at Chamber and Foundation events.
- Check in quarterly with new members via phone calls and/or in-person meetings, reporting relevant information to Chamber staff.
- Personally invite new members to attend Chamber and Foundation events.
- Volunteer at Chamber and Foundation functions such as the Chamber Golf Classic, Community Bocce Tournament, and Chamber Annual Meeting.
- Assist Chamber staff in securing membership renewal at the end of one year of Chamber membership.
- Maintain current knowledge of Chamber programs, sponsorship/ marketing opportunities and the benefits of each.

Ambassador Commitment: The strength of the Ambassador program lies in our Ambassadors' ability to network and build connections among new and long-time members, with new member account management and relationship building at events. Ambassadors will each receive new member assignments to form lasting relationships with new members and encourage membership loyalty. This group of volunteers will serve as relationship builders for members at Chamber events with special attention paid to new members. Ambassadors can expect to spend approximately 1-3 hours per week working to enhance the benefits of membership received by each member.

Ambassadors are expected to attend at least one monthly Ambassador meeting per quarter, a minimum of four per year.

Role of the Ambassador Chair: The Ambassador Chair will serve as the driving force behind the Ambassador program. The chair will work with Chamber staff to motivate and reward the Ambassadors, facilitate monthly Ambassador meetings, educate and update Ambassadors on current chamber programs and services, recruit new Ambassadors, and monitor the effectiveness of the Ambassador Program. The Ambassador Chair will also attend meetings of the Chamber's Membership Committee.

Regular Duties of the Ambassador Chair:

- Determine the location for the monthly Ambassador Committee Meeting, revise agenda as necessary (with Member Relations Coordinator), and facilitate monthly meetings.
- Communicate (meeting reminders/summaries, event reminders, etc) with Ambassadors.
- Assist Director of Membership Services and Member Relations Coordinator with new member assignments when needed.
- Obtain award certificates from Director of Membership Services, and distribute awards at each meeting.
- Facilitate the recruitment and orientation of new Chamber Ambassadors.
- Communicate pertinent member information with Director of Development and Director of Member Services.

Ambassador Meetings: Ambassador Meetings are held 8- 9 a.m. on the first Tuesday of each month. Meetings are facilitated by the Director of Membership Services and the committee Chair.

Effectiveness: The impact of the Chamber Ambassadors Program will be measured by renewal rates of first year members, participation rates of first-year members, matriculation of new members through Ambassador contact, and documented member information provided through Ambassadors.

Ambassador Recognition and Incentives: Ambassadors will receive thanks and recognition on an ongoing basis on the Chamber web site. Ambassadors will be recognized as a group at each Networking event and individually at each New Member Orientation. Ambassadors will also earn incentives in the form of "Chamber Bucks", additional recognition, and marketing credit as they fulfill and exceed assignments. Incentives will be awarded at various intervals as points are accumulated. See page 3 for more information on Incentives.

[AMBASSADOR INCENTIVES]

Chamber Ambassadors provide an important extension of the work of the Chamber Staff. In appreciation for their work, Ambassadors are rewarded with recognition, Chamber Bucks** which apply to any sponsorship, marketing, or event registration. Ambassadors who exceed annual goals are also eligible for additional marketing for their business!

Point Structure

Event/Activity	Points Awarded	Annual Goal	Annual Point Goal
Ambassador Committee Meetings	10	4	40
Networking Event Greeter	20	3	60
New Member Orientation	20	2	40
Executive or Special Event Greeter	25	2	50
First New Member Call -notes submitted	10	15	150
New Member Visit -notes submitted	25	3	75
Monthly invitation to contact list	10	10	100
Prospective Member Contact (request by staff, notes submitted)	10	1	10
New Member! Introduce a new business to the Chamber and facilitate their enrollment*	50	2	100
Total			625

*Identify a new lead, share information and complete the enrollment process

**Chamber Bucks may be applied toward any event registration, sponsorship, or marketing. Each certificate expires 12 months from issue.

Chamber Bucks/Recognition Structure

	Chamber Bucks**	Additional Incentives	Cumulative
200 points	\$25		\$25
400 points	\$25		\$50
500 points	\$30	Ambassador recognition on Chamber Web site	\$80 plus special recognition
625 points	\$40		\$120 plus special recognition
750+ points	\$40	Your materials included as a Newsletter insert OR Relocation Packet inserts, OR One table display at event. (based on availability, \$250 value)	\$160 plus special recognition and marketing

Additional Recognition

All Ambassadors (and their businesses) are listed on the program's Web site: carolinachamber.org/members/ambassadors.

Incentive Responsibility: Each Ambassador is responsible for recording and totaling his or her points each month on the Monthly Notes and Incentives Point Log provided at each meeting. Ambassadors are also responsible for turning in Incentive and Point Logs to Chamber staff. When Chamber staff receive Incentive and Point Logs, Ambassador points are recorded and tracked in a spreadsheet, and Chamber staff are responsible for noting when any point milestones have been met, preparing Chamber Bucks, and planning any appropriate recognition.