



[who are chamber 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 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 Chamber membership**, particularly new members, in order to build a loyal, committed membership base that will continue to support, participate in and invest in the Chamber.

[about the program + commitment]

Ambassadors **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.

The Ambassador program is a sub-committee of the Membership Committee, and the program is coordinated by the Ambassador Chair and Chamber's program director.

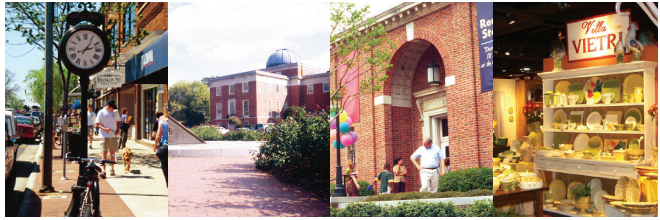
Ambassadors will each receive monthly new member assignments, and Ambassadors can expect to spend **1-3 hours per month on their Ambassador duties**. Ambassadors are expected to attend at least one monthly Ambassador meeting per quarter, a minimum of four per year.

The Ambassador Committee meets 8-9 a.m. on the first Tuesday of every month.

VOLUNTEER | SUPPORT | ADVANCE

[ambassador responsibilities]

- Accept **new member assignments** and **conduct new member interviews** (quality contacts), reporting relevant information from these interviews to Chamber staff at a **monthly Ambassador meeting**.
- **Attend Chamber events** to greet and build relationships with new members, as well as to **facilitate introductions and foster direct connections** for new members.
- Facilitate group discussions at quarterly **Chamber Orientations**.
- Attend member **ribbon cuttings, grand openings and ground breakings**.
- **Maintain monthly contact** via e-mail or phone with new member assignments.
- **Volunteer** at Chamber functions.



[incentives for ambassadors]

Ambassadors provide an essential service to the Chamber membership and staff. In appreciation for their work, **Ambassadors are rewarded with recognition, as well as Chamber Bucks**, which apply to any sponsorship, marketing or event registration. Ambassadors who exceed annual goals are also eligible for additional recognition or marketing for their business.

[Ambassador Point Structure]

Event/Activity	Points Awarded	Annual Goal	Annual Point Goal
Ambassador Committee Meetings	25	4	100
Networking Event Volunteer	20	3	60
Networking Event Attendee	10	3	30
Chamber Orientation Attendee	20	1	20
Executive or Special Event Volunteer	25	1	25
Executive or Special Event Attendee	15	1	15
New member Interview via Visit (notes submitted)	25	3	75
New member Interview via Call (notes submitted)	20	9	180
Monthly Invitation to Contact List	10	12	120
Total			625

[Ambassador Recognition Structure]

	Chamber Bucks*	Additional Incentives	Cumulative (Yearly)
200 points	\$25	n/a	\$25
400 points	\$25	n/a	\$50
500 points	\$30	n/a	\$80
625 points	\$40	Verbal recognition at Chamber event; recognition in Chamber publication; recognition at Chamber Board Meeting.	\$120 + recognition
750+ points	\$40	Verbal recognition at Chamber event; recognition in Chamber publication; recognition at Chamber Board Meeting. Materials included as a Chamber newsletter insert or relocation packet inserts, OR a table display at event.	\$160 + recognition + marketing

*Chamber Bucks may be applied to any Chamber sponsorship, marketing or event registration fee. Chamber Bucks expire one year after they are issued.

HOW TO BECOME AN AMBASSADOR

Fill out an Ambassador application and return it via e-mail to Laura Morrison at lmorrison@carolinachamber.org, or via fax at 919.968.6874. Questions? Contact Laura Morrison at 919.357.9989.