



[AMBASSADOR APPLICATION]

Sign and Return Laura Morrison • lmorrison@carolinachamber.org • Fax: 968-6874

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 with and invest in the Chamber.

THE AMBASSADOR MISSION

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.

Please fill out the form below and return it to Laura Morrison, Member Relations Coordinator, at lmorrison@carolinachamber.org, or fax the form to 919.968.6874. Chamber staff will review your application and contact you when your application's been processed.

NAME	PHONE NUMBER	E-MAIL ADDRESS
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MEMBER ORGANIZATION

ADDRESS	CITY	STATE	ZIP
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PLEASE DESCRIBE WHY YOU'D LIKE TO SERVE AS AN AMBASSADOR: _____

Please review the information on the back of this application before signing the Statement of Commitment below.

STATEMENT OF COMMITMENT: I have read, understand and agree to the Chamber's expectations of me as an Ambassador. I will commit 1-3 hours per week to serve as an Ambassador, and I will take an active role in completing all my responsibilities as an Ambassador.

SIGNATURE: _____ DATE: _____

OFFICE USE ONLY - DATE APPLICATION RECEIVED: _____ DATE APPLICATION REVIEWED: _____
APPROVED: Y / N BY: _____ DATE AMBASSADOR ACTIVATED: _____

WHO ARE AMBASSADORS?

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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.

WHAT ARE MY RESPONSIBILITIES AS AN AMBASSADOR?

- 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 and marketing opportunities and the benefits of each.

WHAT IS THE 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.

If you have questions or concerns regarding the Ambassador program, contact Laura Morrison at 357.9989 or lmorrison@carolinachamber.org.