

Cleveland/Bradley Chamber of Commerce

Ambassadors

Purpose:

- To assist in the orientation of new members and encourage the participation and maximum retention of existing members of the Chamber through personal contact.
- To maintain a two-way communication link between the Chamber and its membership.
- To assist members in obtaining maximum value from their Chamber investment.

Duties:

The Ambassadors are on call and available for all Chamber functions. This includes membership coffees, receptions, general membership meetings, grand opening/ribbon cuttings, groundbreakings and other activities. Specific duties are detailed in the following areas:

Retention:

- New Member Visits—Initial delivery of the membership packet and a brief overview of its contents, including areas of potential involvement for the new member.
- Existing Members—Calls to be made as determined by staff.

Public Relations:

- Grand Openings/Ribbon Cuttings/Groundbreakings—Serve as the Chamber's representative at area grand openings, ribbon cuttings and groundbreakings.

Hospitality

- Coffees, receptions, etc.—Greet attendees at entrance
- Identify newcomers and introduce them to others attending
- Make **everyone** feel welcome
- Assist with distribution of door prizes

Eligibility:

In order to be eligible for selection, a person must meet the following criteria:

1. Must be employed by current employer for at least six months.
2. Must have a flexible work schedule, allowing for Chamber calls during business hours.
3. Must present a professional image.
4. Must complete Ambassador training/orientation session before beginning duties.
5. Only one member per business and two from any business category will be permitted to serve at the same time.
6. If an active ambassador retires, they are eligible to continue their participation in the program.

Discussing Business

Ambassadors meet with members strictly on the Chamber's behalf. Therefore, an Ambassador should not give the member a "sales pitch" for their business.

Unemployment

If, for any reason, an Ambassador becomes unemployed during their tenure, they will go on inactive status for six weeks. If they find full-time employment with a member company during that time, they may continue as an Ambassador. If not employed by a Chamber member, or if their employer discontinues membership in the Chamber, they are no longer eligible to participate in the program.

Attendance

All Ambassadors are **required** to attend 50% and are **encouraged** to attend 60% of all scheduled events that include:

- Ambassador Meetings—As needed
- Membership Coffees—Twelve per year
- New Member Receptions—2 per year
- Grand Openings/Ribbon Cuttings & Groundbreakings—Varies month to month

The Chamber staff will keep a record of attendance from January through December. Members who are unable to maintain the attendance requirements will be requested to serve on other Chamber committees better suited to their schedules.

Point System

The purpose of the point system is to encourage participation and provide recognition of those Ambassadors for outstanding performance of their responsibilities. Points are awarded for participation in Ambassador activities. Levels of recognition will be: Platinum (75-100% of available points), Gold (60-74%), Silver (50-59%).

Point Structure

<i>Events</i>	<i>Points</i>
New Member Visit/Package Delivery	30
Anniversary Calls	15
Grand Opening/Ribbon Cuttings & Groundbreakings	20
Networking Events Attendance	25
Meeting Attendance	20

Ambassadors

CONFIDENTIAL PROFILE

I. Personal Data

Name _____

Preferred Name (for name tags) _____

Employer _____

Address _____

Work Phone _____ Fax _____ Dedicated Line: Yes ___ No ___

Email address _____

Title _____ How long in this position? _____

Briefly describe your responsibilities: _____

II. Activities

Please list in order of importance up to three community, political, civic, professional, religious, athletic or other organizations in which you have been involved.

Activity

Responsibilities

1.

2.

3.

Other interests (hobbies, etc.)

III. Education

Please outline your academic background and training.

Any special awards or honors:

IV. Commitment

In order to accomplish our objectives, the full participation of each individual is necessary.

V. Sponsor

This candidate has my full support to participate as a Chamber Ambassador. I am aware of the time commitment involved in his/her effective participation. (This must be signed by the firm's chief executive officer, if other than the applicant.)

Name _____

Title _____

Signature _____

Date _____

I understand the goals and commitments of the Chamber Ambassador program. If selected I will devote the required time.

Signature _____

Date _____

Return to:

*Cleveland/Bradley Chamber of Commerce
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Phone 472-6587 Fax 472-2019*