



AMBASSADOR TEAM HANDBOOK

Chamber Ambassador Information

I. MISSION:

To recruit and welcome new members to the Chamber as well as assist with member retention by encouraging involvement.

II. DEFINITION:

The Ambassador Team is self-managed, self-sustained, and self-regulated under the authority of the Chamber's Board of Directors and is given the support of the Chamber staff. The Ambassadors are a standing committee of the Sanger Chamber Membership Committee and all actions taken by the committee are subject to the approval by the Membership Committee of its Board of Directors.

III. BENEFITS:

Ambassadors find that active participation as an Ambassador can extend their reach for networking, building relationships and marketing their businesses. It is also an opportunity to show the support of fellow Chamber members.

IV. MEMBERSHIP ELIGIBILITY:

An Ambassador applicant must be a Sanger Area Chamber of Commerce member or be employed by a member of the Chamber who is in good standing for a minimum of six months (no outstanding invoices past 30 days) and have attended 50% of Chamber sponsored events. They should have the full endorsement and support of their employer. No more than two employees/members from the same organization may be Ambassadors.

Ambassador applications are reviewed and approved for acceptance and renewed by the Membership Committee throughout the year. Applications will have an one-to-one interview to determine if the applicant's goals, values, and time availability meet or exceed those of the Ambassador Program. Once the application is approved by the Chamber's Membership Committee, it is submitted to the Chamber Board of Directors for final approval and acceptance. There is no limit to the number of years an Ambassador may serve.

The Chamber will provide a lanyard with a name badge listing your name and your company's name. Wear your lanyard at all official Chamber events.

If one is no longer an active Ambassador, lanyard must be surrendered to the Chamber Staff Liaison at the Sanger Chamber office.

V. RULES OF PARTICIPATION:

Ambassadors serve as an integral part to the success of every Chamber event and they must be willing to support and attend a minimum of 50% of Chamber activities such as: membership luncheons, ribbon cuttings, Business Over Breakfast, After Hours Mixers, and large-scale events.

New Ambassadors are required to attend an Ambassador Orientation meeting in order to become acquainted with the mission of the Sanger Chamber and learn of the Ambassador Program expectations. The orientation meeting date and location will be determined at the time of each member's acceptance into the program.

Ambassadors meet monthly on the second Friday of the month at the Sanger Chamber office for a brown bag lunch at noon. Attendance is expected.

Ambassadors must wear their lanyard to all functions where they are representing the Sanger Chamber.

Ambassadors remain in the program for as long as they commit to these Rules of Participation as well as Section VIII, Code of Conduct. Removal from the program shall occur when an Ambassador does not meet these expectations.

VI. SERVICE ACTIVITIES:

Visit and/or communicate with members, both old and new, and encourage involvement in the many programs offered by the Chamber.

Make a good-will call (phone or in-person) to those people who regularly attend events but have been missing from regular Chamber activities.

Greet everyone at social functions, making them feel welcomed and introducing them to others.

Invite new members to Chamber functions, and if you know your invitee will be attending a function, try to be there and introduce them to others.

Welcome new members by reviewing the New Member packet.

Share information using LinkedIn, Instagram, Facebook and Twitter account(s) to promote Chamber member accomplishments and events.

Attend Ambassador Program meetings and events.

Function as hosts for Chamber functions and special occasions.

Recognize, honor, and promote specific events within the Sanger area (anniversaries, open houses, expansions, festivals, etc.).

Discover new businesses in the area and recruit both new and established businesses to become Members.

Function as a link between the Chamber Membership and the Chamber Board & staff.

Chamber Events – select and participate in as many Chamber events as possible from the following list:

- Award Banquet
- Sanger Sellabration
- Business over Breakfast
- Monthly Chamber Luncheon
- Ribbon Cuttings
- Other Special Events

VII. CODE OF CONDUCT

Conduct business and professional activities in a reputable and responsible manner to reflect honorably upon the business community.

Respect the reputation, profile and status of the Chamber and represent the Chamber accordingly. Members should refrain from inappropriate behavior or language. Repeated incidents may be cause for removal from the Ambassador Team.