



**Guidelines of the Adrian Area Chamber Ambassadors**

**Current Guidelines 2016-2017**

Mission / Purpose / Goals .....Page 2

Membership .....Page 3

Leadership.....Page 5

Getting Started .....Page 6

Incentives .....Page 7

Statement of Commitment .....Page 9

## **ADRIAN AREA CHAMBER AMBASSADORS PURPOSE & MISSION**

Ambassadors are representatives who are dedicated volunteers that play a vital role in the success of the Chamber through communication and promotion of Chamber programs and services. Ambassadors serve as liaisons between the Chamber and its members and assist in member recruitment and retention.

## **ADRIAN AREA CHAMBER AMBASSADORS GOALS**

1. Help retain new members by communicating with them and encouraging their active participation in Chamber programs and events. Engage the members!
2. Create strategic partnerships by using the “Buddy System” at Chamber functions. The “Buddy System” consists of pairing Ambassadors with members (usually new members) and introducing them to other members. Keep in mind the type of business they are in and try to give the members contacts they will be able to use. This benefits your network as well!
3. Increase awareness of Chamber services. Educate the members at Chamber events and functions. Find out what the member hopes to gain out of their membership and then match Chamber services to their needs.
4. Introduce new members to the Chamber programs through welcome packet deliveries, invitations to events and follow up.

## **MEMBERSHIP**

The Ambassadors shall be composed of twenty (20) active members.

### **AMBASSADORS (PROSPECTS)**

A Prospect is an individual who is interested in becoming an active Ambassador and will submit an application for the interview committee. Ambassador interviews are conducted by an Ambassador committee bi-annually.

### **AMBASSADORS (ACTIVE)**

The Adrian Area Chamber Ambassadors are a group of professional volunteers selected from various backgrounds to represent the Chamber in the community and at Chamber-sponsored events.

To become an active member of the Adrian Area Chamber of Commerce Ambassadors an individual must:

1. Represent or be a Chamber member in good standing
2. Complete an application for Ambassador membership
3. Interview with Ambassador selection committee
4. Attend Ambassador Orientation

Ambassadors are encouraged to participate in the following Chamber events:

1. Chamber events such as: Adrian in the AM, Breakfast Club, Business After Hours, New Member Orientation, Seminar Series, etc.
2. Ambassador meetings
  - Held the first Tuesday of each month
3. Ribbon Cuttings

Ambassador participation is based on a point system, and Active Ambassadors must maintain an average of 50 percent on a quarterly basis or they will become an Ambassador Emeritus. The Chamber Staff will keep track of their points and communicate with the committee Chairperson to determine Ambassador Status.

### **AMBASSADOR EMERITUS**

Ambassador Emeritus is for Ambassadors who have become less active due to work duties or personal reasons, but would still like to attend events when available. Communication between the chamber staff and/or Ambassador chair is required to maintain Ambassador status.

### **AMBASSADOR CHANGE OF JOB**

Should an active Ambassador leave the employer under whom the individual was inducted, the individual is expected to do the following:

1. Inform the chamber staff and Committee Chairperson
2. Become an employee of a company that is a member of the Adrian Area Chamber in good standing or become a member of the Chamber in good standing as an individual.

### **RESIGNATIONS**

An Ambassador can voluntarily resign at any time. The Ambassador Chairperson may also determine a member's resignation if participation is low.

An ambassador who voluntarily resigns may reapply for Active Ambassador Status at any time. Reinstatement will be subject to approval by the Chamber President and Ambassador Chairperson. Ambassadors requesting reinstatement must follow the same procedures that are required by any newcomer to the Ambassador program.

## **LEADERSHIP**

### **AMBASSADOR CHAIRPERSON**

The Chairman shall be responsible for the following:

- Presiding at all Ambassador meetings for a one-year term
- Assisting the Adrian Area Chamber of Commerce in any way as needed
- Assisting the Chamber President in planning, recruiting, interviewing for and adjusting the Ambassador roster on a bi-annual basis
- Monitoring attendance and ensuring that all Ambassadors are in accordance with policies outlined in this manual

## **GETTING STARTED**

*Signature red attire and name tag must be worn at all ribbon cuttings and Chamber events by Chamber Ambassadors.*

*You are free to obtain a red polo shirt from anywhere of your choice. Most current Ambassadors have found polo shirts at most department stores.*

### **NAME TAGS:**

Name tags are ordered through the chamber staff.

### **AMBASSADOR OF THE QUARTER:**

The Ambassador with the most points at the end of a quarter will receive recognition in the Chamber Business Journal.

## **AMBASSADOR INCENTIVES**

Advantages of the Ambassador program include:

- Credibility and association with the Chamber
- Exposure to Chamber members, leadership, elected officials, community leaders, etc.
- Opportunity to connect one-on-one with new and existing Chamber members
- Increased referral opportunities through other Ambassadors and one-on-one contact with members
- Potential media coverage from attendance at Chamber events
- An inside perspective of the local business community

### **AMBASSADOR REWARDS:**

#### ➤ *Ambassador of the Quarter*

The Ambassadors with the most points at the end of each quarter will be eligible for Ambassador of the Quarter. The Chamber President and Ambassador Chairperson will select the top choice and the winner will be announced at the next Ambassador meeting. The winner will be awarded with a certificate signed by the Chamber President and CEO and special recognition in the monthly publication, the “*Chamber Business Journal*.”

#### ➤ *Ambassador of the Year*

All winners for Ambassador of the Quarter through the calendar year will be eligible for Ambassador of the Year. The winner will be awarded a plaque at the Chamber’s annual meeting in January. Fellow Chamber President and Ambassador Chairperson will select the Ambassador of the Year.

### **AMBASSADOR QUARTERS**

- 1st quarter: January-March
- 2nd quarter: April-June
- 3rd quarter: July-September
- 4th quarter: October-December

## **POINT SYSTEM**

- Adrian in the AM – 15 points
- Breakfast Club: A Monthly Membership Breakfast – 15 points
- Business After Hours – 15 points
- Ribbon Cuttings – 20 points
- Special Ribbon Cuttings or Events – 15-25 points
- Ambassador Meetings – 25 points
- Welcome Packets/Member Visits – 15 points

The points will be tabulated each month by chamber staff and distributed for the Chamber President and Ambassador Chairperson's review. Ambassadors are responsible for checking their points at this time. Any discrepancies should be reported to the chamber staff.



## **STATEMENT OF COMMITMENT**

**STATEMENT OF COMMITMENT:**

I have read the Adrian Area Chamber Ambassador Committee manual and I accept the invitation to serve as a member of the Adrian Area Chamber Ambassador Committee. I agree to uphold all of the Ambassador Committee responsibilities, as described. I have reviewed these responsibilities with my immediate supervisor (if applicable) as indicated by his/her signature below.

---

*Ambassador Signature*

*Date*

---

*Immediate Supervisor Signature (if applicable)*

*Date*