

# AMBASSADORS

## **WHAT IS A CHAMBER AMBASSADOR?**

Ambassadors perform a wide variety of duties in the Chamber, but their main function is to help promote the Chamber, welcome new Members to the Chamber, and make Chamber events successful and enjoyable for everyone. They are a special group of people who volunteer their time to help promote the Rancho Santa Margarita business community and support Chamber functions.

## **CHARACTERISTICS OF A CHAMBER AMBASSADOR**

- Has a lively, engaging, and proactive personality
- Can make the shyest person feel comfortable and welcome
- Projects a positive image for their company and/or the Chamber
- Enjoys having fun in a professional environment
- Has confidence to make personal contact with any Chamber member
- Encourages others to become Chamber members
- Volunteers about 3-4 hours a month as an Ambassador

## **THE AMBASSADOR COMMITMENT**

- Attend Ambassador Training
- Participate at the bi-monthly Ambassador meetings
- Deliver New and Renewing Membership Packages as needed
- Attend Chamber ribbon cuttings, grand openings, programs, and other events
- Assist with member retention
- Greet new Chamber members and introduce them to other members at Chamber events
- Knowledge of the Chamber, its staff, committees, and benefits
- Acting as a contact for new and existing members to help them in how to best utilize their Membership
- Encourage members to attend Chamber events, programs, and get involved

## **BENEFITS FOR EVERYONE!**

- Name and photo on the Ambassador page on the Chamber's Website
- Opportunity to connect one-on-one with new and existing Chamber members, meet local business and community leaders
- Potential media coverage from attendance at Chamber events
- Gain an insider's perspective of the local business community
- Chance to help the community and show community pride
- Recognition at the Chamber's Annual event for points acquired

## **AMBASSADOR POINT SYSTEM**

Ambassadors receive points based on participation. The highest point earner will receive an award quarterly and at the Chamber's Annual event.

### **COMMITTEE MEETINGS (1 POINT)**

Points are awarded for attendance at Ambassador Committee meetings. Meetings will be held monthly via web-conferencing.

### **RIBBON CUTTING (1 POINT)**

Points are awarded for attendance at ribbon cuttings and groundbreaking ceremonies.

### **REFERRING CHAMBER MEMBERS (3 POINTS)**

Points are awarded when an Ambassador's referred business joins the Chamber of Commerce.

### **ATTEND EVENTS (1 POINT)**

Points are awarded for attendance at Chamber Mixers, Trivia, State of the City, Meet the Mayor, Rancho Family Fest, and any other events hosted by the Chamber of Commerce.

### **MEMBERSHIP PACKAGE DELIVERY (1 POINT)**

Points are awarded for each New and Renewing Membership Package delivered.

### **SPONSORING/DONATING (1 POINT)**

Points are awarded when an Ambassador, or their company, sponsor an event or donate opportunity drawing items to a Chamber of Commerce event.

# AMBASSADORS

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WORK PHONE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

## **AMBASSADOR PLEDGE**

I will fully support the policies and programs of the Rancho Santa Margarita Chamber of Commerce; I will stay current on Chamber news, events, and activities; and I will represent the Chamber in a positive, professional manner. I understand this is a volunteer position that will give me a unique way to build my business and build relationships with the community.

SIGNATURE \_\_\_\_\_

TELL US MORE ABOUT YOURSELF

(WHY WOULD YOU LIKE TO BACOME AN AMBASSADOR)