



Ambassador Program Overview

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Ambassador Guidelines

CHAMBER AMBASSADOR PROGRAM MISSION:

To serve our members and the community by being the goodwill arm of the Chelsea Area Chamber of Commerce.

PURPOSE:

Ambassadors have a prominent position of responsibility in the business community. They act as the Chamber's goodwill arm and are highly visible at Chamber events. The networking opportunities offer Ambassadors the ability to expand their circle of influence and make stronger community connections.

Process in achieving Ambassador Status

The Ambassador program is comprised of a maximum of 25 motivated and respected individuals in the business community. Maximum may change at the sole discretion of the Chamber. If the program is at maximum capacity, a waiting list will be kept for future ambassador openings.

Following are the steps in achieving Ambassador Status:

1. Must be a CACC member in good standing
2. Ambassador application completed and submitted to the Chamber office
3. A phone call or email will follow inviting applicant to attend the next monthly Ambassador meeting
4. Attendance at:
 - 3 monthly Ambassador meetings, plus
 - 3 Chamber networking events (Business After Hours, Lunch & Learn, Business Breakfast, Annual Meeting)
5. Meeting with a Lead Ambassador for an Ambassador Orientation Session
6. Ambassador Status is granted twice per year; in May at the Ambassador Appreciation Luncheon and in November at the Chamber Annual Retreat.

Monthly Meetings:

Ambassador lunch meetings are held on the first Thursday of each month from 11:45 am – 1:00 pm at an area member location. Email notification is sent by the 20th of the prior month with the location and request for RSVP.

Ambassadors are expected to attend a minimum of 8 monthly meetings per year. If an Ambassador is absent from 3 consecutive meetings without notice he or she will be considered to have resigned from the program.

Member Hosted Events:

(Ribbon Cuttings, Business After Hours, Ground Breakings)

Ambassadors are asked to sign up to attend upcoming Member Hosted Events at the monthly meetings. We aim to have a minimum of 10 Ambassadors attend each event and each Ambassador is expected to attend 8 such events per year.

Fundraising Events:

(Bowling Nite, Winter Fest, Golf Outing, Smoke & Ale, Hometown Holidays, Car Raffle Draws)

Sub-committees are established for Fundraising Events. Ambassadors are expected to volunteer at a minimum of 2 events per year.

New Member Welcome

It is important for new Chamber Members to feel welcome and valued. Ambassadors are invited to sign-up as a point-of-contact for new members at each of the monthly Ambassador meetings. A welcome phone call is made to the new member approximately 1-month after they join then a subsequent “check-in” call at the 9-month mark.

Leave of Absence

Ambassadors may take a leave of absence by written notice to the Chamber office. It is up to the Ambassador to notify the Chamber that they want to be put back on active status.

Benefits of being a CACC Ambassador:

- Qualified to wear a CACC Ambassador name badge
- Greater visibility for your business
- Development of business contacts through relationships established as a Chamber Ambassador
- Development of relationships with other Ambassadors
- Recognition in the Chamber’s bi-weekly newsletter and on the Chamber’s website
- Stay informed on what is going on in the business community
- Provides leadership opportunities with the Chamber and community
- Increased awareness of critical issues facing the community
- Online exposure via our Ambassador Program link on our website
- Exclusive Ambassador incentives

Qualities of a CACC Ambassador:

- Highly motivated
- Positive attitude
- Enthusiasm
- Passionate about the Chamber
- Passionate about the Chelsea area
- Engaging
- Dependable
- Leads by example

RECOGNITIONS

All Ambassadors will be celebrated regularly for the experience, time and resources they provide in supporting the Chamber members and community. Our Ambassadors are tremendously important to the day-to-day operations of the Chamber of Commerce and we go out of our way to express our gratitude.

Length of Service Awards are granted for Ambassadors who have remained active in 5-year increments.

Code of Conduct

As an Ambassador, you are representing the CACC and your company in the community.

Ambassadors are expected to act with professionalism, honesty, integrity and in a manner to enhance & maintain the reputation of the Chelsea Area Chamber of Commerce.

Promotion

Consistently and positively promote the Chelsea Area Chamber of Commerce

Knowledge

Study the Ambassador Orientation packet and have a working understanding of the history, structure, current Board of Directors, Ambassadors and Staff and overview of annual events for the Chamber of Commerce.

Professionalism

Maintain a courteous and professional demeanor while representing the Chamber at all programs and events.

Attire

Ambassadors should wear appropriate business attire and Ambassador name-tag should be worn at all functions.

Responsiveness

Promptly return calls and emails to members, fellow Ambassadors and Chamber staff.

Representation

Speak only for yourself when asked your opinion while serving as an Ambassador and make it clear that it is your own opinion and not that of the Chamber.

Remain neutral

Maintain neutrality regarding political candidates when working as an Ambassador. Refrain from wearing campaign buttons or displaying campaign literature while serving in an official Ambassador capacity.

Support the program

Regardless of individual feelings or opinions, show positive support for the Ambassador program. If there is an issue to be resolved, speak directly with your Lead Ambassador or CACC Ambassador Liaison.

Ambassador Application

Thank you for your interest in joining the Chelsea Area Chamber of Commerce Ambassadors. We ask that you review the Ambassador Guidelines prior to applying to familiarize yourself with the scope and practice of the Ambassador Program.

Name & Position/Title

Date

Company Name

Email

Cell #

How did you hear about the Chelsea Chamber Ambassador Program?

- Referral by: _____
- Chamber Website
- Other: _____

Please confirm acceptance of the following:

- I have read the Ambassador Guidelines
- I am a current Chamber Member in good standing, Member since: _____
- I am available to fulfill the recommended criteria as follows:
 - _____ Attend 8 monthly ambassador meetings over a 12-month period
 - _____ Attend 8 monthly networking events over a 12-month period
 - _____ Volunteer at 2 or more fundraising events per 12-month period
 - _____ Abide by the Ambassador Code of Conduct
 - _____ Act as a point-of-contact for new Chamber Members per "7 Touches to Success"

Sign here

Date

Please send your completed application to:

Chelsea Area Chamber of Commerce
Attention: Leigh Schwarz
222 S. Main St., Suite #200,
Chelsea MI 48118 Fax: (734) 475-6102
Email: lschwarz@chelseamichamber.org