



## AMBASSADOR POLICIES

### Purpose:

To support the engagement and expansion of Gilmer Chamber membership and to serve as official representatives to both existing and new businesses in the community, thereby reinforcing our position as the Champion for Business.

### Benefits of being an Ambassador:

- Exclusive Exposure & Networking Opportunities
- Official Ambassador Name Badge
- Opportunity to introduce themselves and their business at every luncheon/breakfast.
- Opportunity to make connections with staff and board of directors.
- Opportunity to build relationships and networks with the business community that are deep, profitable, and meaningful.
- Opportunity to be featured on Gilmer Chamber's social media platforms and e-newsletter.

### Ambassador Roles:

All ambassadors are expected to fulfill the following responsibilities:

- Assist in the recruitment of new members.
- Foster member engagement.
- Educate new, current, and potential members about the benefits & services of membership.
- Attend and volunteer at Gilmer Chamber events, ribbon cuttings, etc.
- Participate in membership efforts including renewal deliveries, member check-ins, etc.
- Wear Gilmer Chamber nametag to all events & visits while representing the chamber.
- Each Ambassador will have a specialized role and will earn points for performing according to these roles & responsibilities.

These roles include:

- **Event Champs:** Focused on volunteering for our events, helping with setup and breakdown prior/after events, greeting guests, helping with registration, etc.
- **Social Spotlights:** Focused on posting content about different members on social media. Lives, videos, pictures, or selfies with the owner/staff are encouraged - but it's your choice as to what you post. You can tag the chamber in your own post, or send the media for us to post on our accounts.
- **Connection Coordinators:** Focused on making visits or calls to members to ensure that we have accurate information on their account, asking if they have any questions/concerns, inviting them to upcoming events, and simply checking-in on their business.



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### **Ambassador Check-Ins:**

Ambassadors gather for a monthly check-in on the second Tuesday of each month at 9:00am. These sessions are a chance to catch up, stay connected, and make sure everyone is up to date. We'll always share meeting details in advance in case anything changes. Meetings take place at CORE, located at 142 River Terrace Drive. We ask that you try to miss no more than two sessions each year to help keep the group engaged and informed.

### **Communication:**

Ambassadors will be contacted on a regular basis to stay aware of volunteer opportunities, chamber events, ribbon cuttings, meetings, etc. Additionally, ambassadors will receive calendar invites to events, text reminders, and e-newsletters. Responsiveness is key to your role as an Ambassador. Failure to communicate may result in your dismissal as an Ambassador.

### **Rewards:**

It is the Ambassadors responsibility to report their points through the points form. Points are received by completing Ambassador responsibilities. The Ambassador with the most points at the end of each quarter will be named Ambassador of the Quarter and will be posted on our social media, highlighted in th e-newsletter, and may receive other rewards. The four Ambassadors that receive Ambassador of the Quarter will be nominated as candidates for the Sally Daniels Member of the Year Award that is presented at the Gilmer Chamber Annual Meeting. Other rewards for different achievements may be awarded by the chamber staff throughout the year.

### **Point System:**

- Attend chamber events/ribbon cuttings: 25 points each
- New member connection/introduction: 10 points > +25 bonus if join!
- Conduct a Chamber Check-In (call, visit, email): 25 points
- Volunteer for event/event setup or breakdown: 25 points

### **Ambassador Selection Process:**

Anyone whose business/organization is a current chamber member in good standing is eligible to apply to be a member of the Ambassador team. Only one application will be accepted from each business. Individual members may apply for the Ambassador Program as well. The selection process is competitive, as there are typically more applicants than slots available. Anyone not selected should consider applying for another chamber program/committee.