

CHAMBER AMBASSADORS

Program Handbook

Ambassador Program Handbook

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Ambassador Program Handbook

Welcome to the Ambassador Program

Welcome to the Ambassador Program for the Greater Irving - Las Colinas Chamber of Commerce. Your participation and support of the Ambassador Program will be both rewarding and challenging. Ambassadors are a vital part of the Chamber and we appreciate your commitment and dedication to the Chamber demonstrated by your participation in this program.

Chamber Ambassadors exhibit the goals and ideals of the Chamber while promoting their own business mission. Ambassadors generate excitement and enthusiasm surrounding civic, community, and Chamber events and functions.

Mission of the Ambassadors

The mission of the Ambassador Program is to promote, serve and participate in the growth and development of the Greater Irving – Las Colinas Chamber of Commerce and its members through attendance at civic and community functions and events; to serve as a public-relations arm of the Chamber; to deliver Chamber information packets; and to assist with recruitment and retention of members.

Benefits of Being an Ambassador

During your tenure as an Ambassador, you will experience the following return on investment when participating:

- Greater visibility for your business
- Immediate access to new businesses in the Irving community
- Opportunity for direct input to the Chamber
- Lasting business relationships and friendships
- Leadership opportunities within the Chamber and community

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Eligibility

Any Chamber member wanting to promote the Chamber as an Ambassador must fulfill the two requirements listed below. After participating and graduating from the Ambassador in Training program, candidates will be presented the official Ambassador badge at a Chamber Board Meeting.

Requirements

- ***Member in Good Standing with the Chamber***
Ambassadors should have all dues paid in full for the current year.
- ***Successful Completion of the Ambassador in Training Program***

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Duties & Responsibilities

To remain an Ambassador in good standing and remain eligible for awards, Ambassadors must complete the following checklist in each 12-month period.

- ____ Attend six Ribbon Cuttings
- ____ Attend one Member Orientation
- ____ Attend one Women's Alliance Luncheon
- ____ Attend three Business Mixers
- ____ Attend one Coffee Break on the Main
- ____ Attend one Irving Business Network
- ____ Attend two Board Meetings
- ____ Submit six leads to the Chamber
- ____ Attend a minimum of five Ambassador Committee Meetings

1. Activities

Ambassadors are an extension of the Chamber and are encouraged to provide feedback for program improvements. In order to remain an ambassador in good standing and remain eligible for awards, ambassadors must participate in Chamber functions and events. The descriptions below are of the activities and events offered by the Chamber.

a. Ribbon Cuttings / Grand Openings / Ground Breakings

Ribbon cuttings, grand openings and ground breakings celebrate new business in the Irving community. These activities represent new opportunities for economic development, employment and city growth. As such, Ambassadors provide a "welcome wagon" service to the community.

b. Monthly Mixers

The challenge of the monthly mixer is networking. Ambassadors attempt to meet one new person at each mixer and introduce them to other attendees. Ideally, an Ambassador looks for others who share their vision for business, enthusiasm and energy to recruit as potential Ambassador candidates as they are promoting their own business. Mixers provide an excellent platform to promote your business, the Chamber and share in a social environment with new found friends.

c. Membership Orientation

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Each quarter the Chamber hosts a Member Orientation Breakfast to outline the many benefits and features of the Chamber. This two-hour meeting provides vital information to new and current members so they can maximize the benefits of Chamber membership. In support of this function, Ambassadors contribute to the success of these breakfasts by welcoming the members and assisting in answering their questions.

d. Other Chamber Activities

- Morning networking events (The Coffee Break Network & Irving Business Network)
- Women's Alliance Luncheon
- Board Meetings
- Special Services (i.e. Stuffing bags, set-up / take down for major functions, volunteering for activities, delivering member appreciation packets)

2. Recruitment of New Members

A key function of Chamber Ambassadors is to identify business owners who would benefit from membership in the Chamber and invite them to join. Ambassadors should be aware of membership benefits and privileges to extend the invitation when appropriate. By extension, these business owners and representatives should be encouraged to consider the added benefits of the role of Chamber Ambassador.

Ambassadors are expected to provide the Chamber staff with leads to allow follow-up with the potential member. Lead cards are available from the Chamber staff liaison upon request. They are to be completed by the Ambassador and forwarded to the Chamber staff liaison.

3. Retention- New Member Information Packets

The delivery of New Member Information packets is an important part of the Ambassador program since the packets contain vital information to new businesses.

The packet includes a directory, a map of Irving and surrounding area, and more importantly, it contains the business' new Chamber plaque. This plaque represents their membership and members proudly display their plaque for viewing in front of customers and employees.

Ambassadors deliver New Member Information packets to those who were unable to attend the Chamber Board meeting to receive their packets. Delivering packets is a great way to build one-on-one networking opportunities for all Ambassadors. If new members are able to attend the Board meeting after joining, Ambassadors who are present are encouraged to introduce themselves and their business in addition to the new members being welcomed by the Board.

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Packets are distributed to Ambassadors at the monthly Ambassador breakfast. Packets will be signed out and accounted for by the delivering Ambassador. Ambassadors should e-mail or call the Chamber and notify the staff liaison that the packet has been delivered.

4. Badges

Ambassadors are encouraged to wear their Ambassador badge to all Chamber functions and events. Points toward awards are assigned for wearing the badge. The first badge is complimentary, but there is a \$15 replacement charge for a lost badge.

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Ambassador in Training Program

Once an Ambassador in Training completes the activities identified in the following checklist, he/she must notify the Chamber staff liaison. After the requirements of the training program have been verified, the badge and Official Ambassador Certificate will be presented. The presentation of the badge and certificate will take place at the Chamber Board of Directors meeting where the Ambassador will be recognized by the Board.

There is not a set length of time that one must wait before becoming an Ambassador, just the completion of the activities below. It is the responsibility of the Ambassador or Ambassador in Training to sign-in with the Chamber staff liaison or the Ambassador Chairperson to make sure there is a record of attendance.

Activities Attended Checklist:

- ____ Attend six Ribbon Cuttings
 - ____ Attend one Member Orientation
 - ____ Attend one Women's Alliance Luncheon
 - ____ Attend two Business Mixers
 - ____ Attend one Coffee Break on the Main
 - ____ Attend one Irving Business Network
 - ____ Attend one Board Meeting
 - ____ Submit three leads to the Chamber
 - ____ Attend a minimum of three Ambassador Committee Meetings
- Note:** Ambassadors in Training are not allowed to distribute new member packets until the completion of the training program.

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Points Program

Point System

The Chamber Staff Liaison will keep track of points throughout the year. At events, it is the responsibility of the Ambassador or Ambassador in Training to sign-in with the Chamber staff liaison or the Ambassador Chairperson to ensure attendance is recorded so that points can be accurately assigned. It is also important to submit lead cards to the Chamber staff liaison for tracking leads and assigning points also. Ambassadors in Training are not eligible to start earning points until they have graduated from the training program.

Documentation will be provided at the monthly Ambassador committee meeting showing each Ambassador's current point standing.

First Quarter	October, November, December,
Second Quarter	January, February, March
Third Quarter	April, May, June
Fourth Quarter	July, August, September

Number of Points Earned at Events

Attendance:	2 Points
Badge:	1 Point
Bring Prospect:	3 Points

Point Eligible Events

Ribbon Cuttings/Grand Openings/Ground Breakings
Business Mixers
Board Meetings
Ambassador Committee Meeting
Networking Breakfasts/Luncheons (Including Women's Alliance)
Special Events

Additional Point Earning Opportunities

New Member Recruitment:	5 Points
Distribute Packets to New Members	4 Points
Submit Leads to Chamber:	3 Points

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Awards

Ambassador of the Quarter

An attendance roster will be instituted to track the Ambassadors' participation for each quarter. The point program will be used to determine Ambassador of the Quarter. It becomes important that in the delivery of packets or participating in extracurricular activities, that the Ambassador communicates his/her involvement to the Chamber staff liaison or Ambassador Chairperson as soon as the project is complete.

Ambassador of the Year

Formerly, the Ambassador of the Year Award was chosen from the year's Ambassadors of the Quarter but that requirement is no longer in effect. Recognition as Ambassador of the Year is now tied directly to the Ambassador Point System on a cumulative basis.

The point system will count as the final decision to determine the overall year-end winner. The winner will be recognized at the Annual Membership Banquet & Awards Ceremony in April of the following year.

