



**SOUTHLAKE CHAMBER OF COMMERCE
AMBASSADOR COMMITTEE
GUIDELINES AND PROGRAM OF WORK**

I. MISSION STATEMENT

“The Southlake Chamber Ambassador Committee will serve as goodwill representatives for the Southlake Chamber of Commerce by welcoming new members at functions, in particular ribbon cuttings, and encouraging participation in Chamber activities.”

II. GENERAL INFORMATION

- A. The chairman of the board appoints ambassadors on an annual basis coinciding with the Chamber’s fiscal year (June to July).
- B. An Ambassador must be a member or be employed by a member in good standing of the Southlake Chamber of Commerce. An Ambassador should, if applicable, have the formal endorsement and support of his/her employer or supervisor.
- C. Ambassadors meet the second Wednesday of each month at 11:00 a.m. The meeting location will be announced prior to each month’s meeting. Attendance is expected.
- D. The Chamber provides one official name badge. Replacement name badges are at the Ambassador’s expense of \$10. Ambassadors are expected to wear their nametags at all official Chamber events.
- E. Ambassadors serve as hosts at monthly Chamber events, such as luncheons and mixers. Ambassadors are encouraged to bring prospective members. Ambassadors must sign-in to receive credit for attending events.



III. GOAL

- A. To attend ribbon cuttings
- B. To welcome new members by way of a phone or personal contact
- C. To meet and greet at monthly Chamber meetings
- D. To assist with membership development activities and events

IV. STANDARD

- A. Ambassadors will be well groomed, dressed in the appropriate attire, and wear nametags.
- B. Ambassadors will arrive **fifteen minutes** in advance of ribbon cuttings.
- C. Ambassadors will conduct themselves appropriately and be cognizant of the fact that the ribbon cutting is meant to emphasize the new or reopened business and not the Ambassadors themselves. ***Ambassadors will not promote their own business interest at ribbon cuttings other than through business card handout & introductions.***

V. GUIDELINES

- A. Ambassadors will make a one-year commitment to the committee.
- B. Ambassadors will attend **no less than 50 percent** of ribbon cuttings per each quarter. Ambassadors failing to meet the attendance required will be asked to resign. Extended "excused absences" may be obtained by contacting the Chamber.
- C. Every effort will be made to schedule ribbon cuttings on Tuesday or Thursday at 11:30 a.m. or 4:30 p.m. However, the Chamber will accommodate member requests outside of these times when possible.
- D. Ambassadors will welcome new members each month through personal or phone contact.



E. Prospective Ambassadors

- a. Prospective Ambassadors will earn 100 points and attend one Ambassador meeting, including orientation before becoming an official Ambassador and receiving a name badge.

- F. New Ambassadors are required to attend an Ambassador orientation meeting immediately following the Ambassador monthly luncheon in order to become acquainted with the Chamber mission.

VII. SPECIAL EVENTS AND SPEAKERS

Occasionally a member of the Chamber board or staff will be invited to address the Ambassadors to keep them informed of current business and so that they become familiar with committee members. The chairman of the board will be invited to address the Ambassadors once each year.

VIII. AMBASSADOR OF THE MONTH/AMBASSADOR OF THE YEAR

- A. Ambassador of the Month is based on the total number of points accumulated during the month. He or she will be recognized at the monthly Ambassador meeting and have an opportunity to speak at the monthly Ambassador meeting by doing a “spotlight” on their business/profession. Other recognitions include the monthly Chamber luncheon, and on the Chamber’s website. In order to allow for fair recognition, an ambassador may only win once per quarter.
- B. Ambassador of the Year is based on the total number of all points accumulated during the year and will be awarded at the Chamber’s annual banquet.
- C. The Ambassador Chair is not eligible for to be Ambassador the month or Ambassador of the Year.

IX. POINT SYSTEM



A. The following system will be used to accumulate points toward Ambassador of the month, and year. Ambassador of the Year will be awarded to the volunteer who accumulates the most points over a twelve-month period from July 1 through June 1. Points are calculated from the day of the monthly luncheon to the day before the next monthly luncheon.

Action	Points
Attendance – Ribbon Cuttings	20
Monthly Calls – At least 3 per month	10
Monthly Visits – At least 3 per month	30
Attendance – Must attend the monthly Ambassador Meeting	10
New Guest to Ambassador Meeting (1 per month)	30
Recruiting – New Chamber Member	50
Other- Luncheon Greeter/Check-In, Networking Groups, Business Ex, etc.	10
Sponsoring/volunteering Chamber event	50

X. JOB DESCRIPTION

Committee Chairs

1. The chairman of the board will appoint the committee chair each July for the following fiscal year based on nominations from the committee. Selection is based on participation and leadership abilities demonstrated.
2. The chair will attend monthly Ambassador meetings, ribbon cuttings, and other designated functions.
3. The chair will assure committee participation.
4. The chair will work with the Chamber board, membership chair and Chamber staff to assist as needed.
5. The chair will arrive fifteen minutes before and stay at least ten minutes after ribbon cutting ceremonies.



**Southlake Chamber of Commerce
Ambassador Committee Application**

Last Name: _____ First Name: _____

Company Name: _____

Title: _____

Business Address: _____ City: _____ Zip: _____

Business Phone: _____ Cell: _____ Email: _____

How long have you been with this company? _____

Are you currently on any other boards or committees? If so, please list.

Why do you want to become an Ambassador for the Southlake Chamber of Commerce?

Referred By: _____

Do you have an Ambassador nametag? _____

Signature

Date:

Name as it should appear on nametag:

Office use

Ordered Name Tag: _____ Received Name Tag: _____

Attended Ambassador Orientation: _____

Attended Two Ambassador Meetings: _____