



# **BURKE**CHAMBER

Burke County Chamber of Commerce

## **AMBASSADOR PROGRAM**

**OVERVIEW:** The Burke County Chamber Ambassadors are employees of Chamber members in good standing who volunteer to enhance member retention and involvement.

Ambassadors are individuals who know the Chamber well and can help educate new and existing members about the benefits of membership and involvement. Ambassadors are some of the most visible Chamber members and have the opportunity to increase their network, as well as their leadership skills through the program. Ambassadors are then selected through an application process. The program is limited to 30 participants at any given time.

**PURPOSE:** Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to Chamber members.

Considered as the goodwill arm of the Chamber, the Ambassador committee plays an essential role in member communication and retention. Each Ambassador is charged with conveying member needs, questions, or concerns to Chamber staff, keeping our Chamber in line with our members' desires. Upon their appointment, each Ambassador makes a commitment to build lasting relationships with the Chamber membership, particularly new members, in order to build a loyal, committed membership base that will continue to support, participate in, and invest in the Chamber.

**ROLE:** Ambassadors actively promote membership in the Chamber, facilitate networking among members, and encourage meaningful participation and involvement in Chamber programs and events. This enhances the membership benefits received by each member, strengthens member commitment, and increases long-term member retention. The Ambassador Program is coordinated by the Chamber's Member Relations Specialist and supported by the President and CEO. Ambassadors will each receive monthly assignments and can expect to spend 3-5 hours per month on their duties. Ambassadors are expected to attend bi-monthly meetings.

### **BENEFITS:**

- ❖ Develop key business contacts through relationships established as a Chamber Ambassador

- ❖ Promote your business while promoting the Burke Chamber
- ❖ Cultivate strong relationships with other Ambassadors, Chamber staff, and key volunteers
- ❖ You will receive a complimentary name badge with your company name
- ❖ Gain exposure by being listed on the Ambassador page of the Burke Chamber's website
- ❖ Stay informed on what is going on at the Chamber and throughout the business community
- ❖ Have the opportunity to be named Ambassador of the Year, to be recognized at the Chamber's Annual Meeting event and to include a write-up on the Chamber website

**AMBASSADOR COMMITMENT:**

- ❖ One-year commitment to the Burke Chamber Ambassador Program
- ❖ Attend and participate at bi-monthly Ambassador Meetings
- ❖ Have a working knowledge of the Chamber, its staff, programs and events as well as councils and committees
- ❖ Act as a contact for new and existing members to help them in how to best utilize their membership benefits
- ❖ Volunteer for Chamber events and programs throughout the year, including:

**Premier Events** including, but not limited to, the following:

- Annual Meeting
- Business Showcase
- Golf Classic
- Legislative Breakfast
- Women's Professional Luncheon

(You will receive one free ticket to one of these events, not to be transferred.)

**Networking Events** including, but not limited to, the following:

- Business 4 Breakfast
- Business After Hours
- Coffee & Conversation

(You will receive one free ticket to two of these events, not to be transferred.)

**Celebration Service Events** including, but not limited to, the following:

- Ground Breakings
- Open Houses
- Ribbon Cuttings

**Appreciation Events** including, but not limited to, the following:

- Operation Thank You
- Quarterly Surprise Patrol

**AMBASSADOR CRITERIA:**

Ambassadors must maintain employment with a business that is a member in good standing with the Burke County Chamber of Commerce. If an Ambassador is no longer employed by a member company, they will have 90 days to re-establish themselves a member in good standing before their participation in the Ambassador Program is revoked. This can be done in one of two ways:

1. Become an employee of a business that is a member in good standing with the Burke Chamber
2. Get their employer to become a member in good standing of the Burke Chamber

**\*\*\*No more than two people from a member business can serve as an Ambassador at any given time, unless approved by the Member Relations Specialist, President and CEO, and the Chair of the Ambassadors. \*\*\***