

Glendale Chamber of Commerce Ambassador Committee Guidelines

PURPOSE: The Glendale Chamber Ambassadors are the welcome 'arm' of the Chamber. The Ambassador Committee has been created to help strengthen relationships with existing members and to assist businesses just starting up in the region. To cultivate members, especially new and inactive ones, and to provide responses to the Chamber team regarding needs and issues of concerned members. And, working to reinforce the benefits of Chamber membership to assist with member retention.

BENEFITS TO AMBASSADORS:

- Gain valuable contacts you would not otherwise make
- Increase your company's visibility
- Recognition in the Chambers Bi-Weekly Newsletter "Chamber At-A-Glance"
- Recognition on the Chamber website
- Recognition at Chamber events
- Annual Award to Ambassador of the Year at Annual State of the City/Annual Dinner
- Award an Ambassador of the Quarter
- Learn more about the local business community and be part of it
- Greater involvement in the Chamber
- Special lanyard, name badge and polo shirt

QUALIFICATIONS:

- Must be employed by a member business of the Glendale Chamber of Commerce
- Have strong interpersonal skills, motivation, flexibility and sensitivity to Chamber members' needs
- When communicating with Chamber members through the Ambassador program, an Ambassador is expected to represent the Chamber first and foremost and their company second
- Each Ambassador commits to a one year term – January thru December
- Have a willingness to learn about benefits, programs, services and upcoming events within the Glendale Chamber

EXPECTATIONS:

- Each Ambassador will be expected to call and/or visit their appointed/assigned members each month
- Make quarterly calls to members assigned
- Ambassadors will act as greeters at Business After Hours
- Contact members
- Attend monthly meetings (no less than 10 per year), remain well-informed
- Serve as mentors to other Chamber members
- Attend Ribbon Cutting Ceremonies (50% of those scheduled)

MEETINGS:

- Ambassador meetings are held the first Thursday of each month at the Glendale Chamber of Commerce from 8:00 a.m. – 9:00 a.m.

SAMPLE SCRIPT FOR SETTING APPOINTMENT TO MEET

“Hello, may I speak to (member’s name)? Hello, I am (your name) calling on behalf of the Glendale Chamber of Commerce Ambassador Committee to welcome you and thank you for joining our Chamber. As one of the Ambassadors for the Glendale Chamber I am here to assist you and your organization in regards to your membership.

Then, introduce yourself, and talk briefly about your membership experience. Let them know the Chamber has been a great benefit to your business and yourself personally. You may want to inquire about their reason(s) for joining?

Invite them to join you at an upcoming Business After Hours and let them know you will introduce them to other members. Then, ask the member for a convenient time for you both to meet in person.

Thank you, (members’ name), I look forward to meeting you on (day/date) at (time). If for some reason you need to reschedule, please contact me at (phone number).

REMEMBER – Whatever you say to this members must be sincere and something you believe in or have experienced, otherwise it will seem like a ‘canned’ speech. Be creative in your approach and put it in your own words. The goal is to build a positive relationship and represent the Glendale Chamber in a professional manner. And, your choice of words and actions will form the basis upon which they perceive the Glendale Chamber.

TALKING POINTS:

- Mention upcoming events
- Advise of various benefits/programs of the Chamber
- Are you receiving Chamber communications via email
- Will you be having a ribbon cutting
- Quarterly magazine will be coming out in _____ - your company will have a listing in the publication. This magazine has a robust distribution including being directly mailed to all new home owners and businesses in the community
- Have you set up your landing page on the Chamber website
- You can post job openings at no charge on the Chamber website
- You can submit events and press releases to be featured on the Chamber website

GLENDALE CHAMBER AMBASSADOR APPLICATION

NAME: _____ DATE: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL: _____

EMAIL: _____

POLO SHIRT SIZE: _____ PLEASE CIRCLE ONE: LADIES OR MENS

COMMUNITY SERVICE:

1. List the most relevant community, civic, professional, business, social and/or other organizations with which you have been involved with during the past five (5) years (use back of paper if needed).

2. How did you learn about the Ambassador Program?

3. Please write a brief statement indicating why you want to serve as an Ambassador and what you feel you will bring to the group (use the back of the paper or separate piece of paper if needed).

COMMITMENT:

In the event I am selected as an Ambassador for the Glendale Chamber, I understand that I am expected to meet a certain criteria regarding meeting and event attendance, and if my responsibilities are unfulfilled I will be removed from the Ambassador Committee.

By signing below, I confirm that I have read and understand the commitment required and will do my best to serve the Chamber well.

Signature: _____

Date: _____