



# Ambassador Application

**Mission:** To promote the interests of business and the Baker County Chamber of Commerce by initiating contact with members and non-members at Chamber events, business site visits and other community events. The Ambassador Team serves as hosts, friends, and chamber experts at Chamber events while helping to promote the Chamber's benefits and services.

**Expectations:** Each ambassador is a very visible representative of the Baker County Chamber of Commerce membership. Ambassadors are voluntary positions at the chamber of commerce and play an essential role in member communication and retention.

Each Ambassador is charged with conveying member needs, questions, and concerns to Chamber staff. Generally speaking, an ambassador would be expected to encourage member involvement. Please read the "Why Be an Ambassador" Overview attached to this application and provide the requested information to be considered as a Chamber Ambassador.

*By submitting this application, you are agreeing to represent the Chamber in a professional manner and uphold the Mission of the Ambassador Program.*

Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Work Phone: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_  
E-Mail: \_\_\_\_\_  
Social Media Handles: \_\_\_\_\_

Questionnaire:

1) Did someone recommend you become an Ambassador? If so, who? If no, please list one reference.

\_\_\_\_\_  
\_\_\_\_\_

2) What is the main reason that you want to become an Ambassador?

\_\_\_\_\_  
\_\_\_\_\_



3) Which Meridian Chamber events & activities have you attended in the past year?

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## Why Be an Ambassador?

Being an ambassador can be a time commitment, but will benefit your business in addition to the chambers. Ambassadors receive direct access to chamber members, getting your foot in the door with a local business. Talking about the chamber is an excellent ice breaker, and the relationship you build is just that – yours. Active Ambassadors generally receive a higher level of word-of-mouth referrals and direct business from fellow members.

As Executive Director, I encourage you to look for new members and welcome them and introduce them to other people. Remember your first day of school? Being “the new person” is never fun, but it only takes one friendly face to change that. You should also look for people that talked to you, either over the phone or through email chains. This puts a face to the name, and again keeps you top of mind and furthers your relationships.

You don’t need to be a marketer as a chamber ambassador – your goal is to be a relationship builder. When I say ‘invite to an event,’ you don’t have to copy/paste the whole long event details. Try sending a quick, simple email that says “I’ll be at X Event, I hope to see you there” or “I’d love it if you chatted with me at X Event if you’re going.”

This is meant to be a fun group that loves Baker County and wants to promote it for the better good of the community. I look forward to meeting you soon!

*Devon Colton*

Executive Director

### CHARACTERISTICS OF A CHAMBER AMBASSADOR

- Has a lively, engaging, and proactive personality
- Can make the shyest person feel comfortable and welcome
- Projects a positive image for their company and/or the Chamber
- Enjoys having fun in a professional environment
- Has the confidence to make personal contact with any Chamber member
- Encourages others to become Chamber members
- Volunteers about 3-4 hours a month as an Ambassador

### THE AMBASSADOR COMMITMENT

- Participate in the monthly Ambassador meetings
- Attend Chamber ribbon cuttings, grand openings, programs, and other events



- Assist with member retention
- Greet new Chamber members and introduce them to other members at Chamber events.
- Knowledge of the Chamber, its staff, committees, and benefits.
- Acting as a contact for new and existing members to help them in how to best utilize their Membership.
- Encourage members to attend Chamber events, and programs, and get involved.

### **BENEFITS FOR EVERYONE!**

- Name and photo on the Ambassador page on the Chamber's Website.
- Opportunity to connect one-on-one with new and existing Chamber members, and meet local business and community leaders.
- Potential media coverage from attendance at Chamber events.
- Gain an insider's perspective of the local business community.
- Chance to help the community and show community pride.
- Recognition at the Chamber's Annual Banquet for points acquired.

### **AMBASSADOR POINT SYSTEM**

1. MONTHLY MEETINGS (**1 POINT**) Points are awarded for attendance at Ambassador meetings. Meetings will be held monthly at the Chamber Office.
2. RIBBON CUTTINGS (**1 POINT**) Points are awarded for attendance at ribbon cuttings and groundbreaking ceremonies.
3. REFERRING CHAMBER MEMBERS (**3 POINTS**) Points are awarded when an Ambassador's referred business joins the Chamber of Commerce.
4. ATTEND EVENTS (**1 POINT**) Points are awarded for attendance at Chamber Coffee, Festivals, Golf Tournaments, Miner's Jubilee, Annual Banquet, and any other events hosted by the Chamber of Commerce.
5. SPONSORING/ DONATING (**1 POINT**) Points are awarded when an Ambassador, or their company, sponsors an event or donates auction items to a Chamber of Commerce event.

### **AMBASSADOR PLEDGE**

I will fully support the policies and programs of the Baker County Chamber of Commerce; I will stay current on Chamber news, events, and activities; and I will represent the Chamber in a positive, professional manner. I understand this is a volunteer position that will give me a unique way to build my business and build relationships with the community.

**Signature**

**Date**

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