

**Ambassador Committee**

**WHAT IS AN AMBASSADOR?**

Ambassador is most often defined as the President’s highest ranking representative to a specific nation or international organization abroad. In that role, a diplomat serves as an official representative or emissary for the United States. But for our purposes, ambassador is defined as a person who acts as a representative or promoter of the Richmond Chamber of Commerce, its mission, goals, and activities.

**What is the Ambassador Committee of the Richmond Chamber?**

The Ambassador Committee is a group of members who volunteer their time to serve as brand representatives for the Chamber and its services. Recognizing that members are the backbone of the organization, the Ambassador Committee works to provide greater visibility for new members while supporting, encouraging and spreading goodwill among existing members. Ambassadors promote the Chamber by being informed about its benefits, recommending its services, and fostering relationships. Whether volunteering at events, posting to social media, or giving back to the community, Ambassadors play a critical role in boosting the identity of the Chamber and cultivating its deep roots within the community.

**RICHMOND CHAMBER OF COMMERCE AMBASSADOR COMMITTEE GUIDELINES**

1. **PURPOSE AND RESPONSIBILITIES OF AN AMBASSADOR**
   1. Ambassadors will serve in a public‐relations capacity for the chamber.
   2. Ambassadors will assist in recruiting new members by explaining member benefits, promoting chamber activities and passing referrals to the chamber staff.
   3. Ambassadors will assist in retaining current members and encouraging their involvement in chamber committees, events and programs.
   4. Ambassadors will serve as chamber representatives at ribbon cuttings, grand openings, breakfasts and luncheons, fundraisers, and other community events.
   5. Ambassadors will work as “volunteers” for specific events. When working an event in that official capacity, the ambassador will attend the function at no charge.
   6. Ambassadors will meet in regular session on the second Thursday of each month from 12 – 1 p.m. Lunch will be sponsored, and reservations should be made by RSVP. Special meetings may be scheduled on the call of the Ambassador chair.
   7. Ambassadors will model the benefits of community involvement through “Ambassadors Give Back,” a service project selected by the committee, once per 6-month term.

**CONFIDENTIAL APPLICATION**

*Please note: The application deadline is August 26th, 2022, at 5:00 PM.*

*Selected Ambassadors will be notified on September 1st, 2022.*

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**Applicant Name (Print)**

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**Name of Business/Company**

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**E‐mail Address**  
**Contact Numbers:**

**(Business)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
**(Cell)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

STATEMENT OF COMMITMENT

1. I will attend the monthly meeting of the Ambassador committee, or if unable to attend, will notify the ambassador chair or Chamber. Failure to attend or provide notification 3 times will result in forfeiture of membership on the Ambassador committee.
2. I will attend the Chamber’s regularly scheduled monthly breakfast or luncheon, C.A.R.E. luncheon, ribbon cuttings, and/or before and after-hours events.
3. I will contact new members in person, by phone or through electronic means to answer their questions concerning the Chamber and its services, encourage them to schedule a ribbon-cutting, invite them to participate in an orientation, breakfast or luncheon, and/or remind them of other chamber opportunities.
4. I will assist Chamber staff in the recruitment of new members and retention of existing members.
5. In addition to attending events, I will volunteer to “work” an event by setting up, tearing down, greeting attendees, manning registration, selling tickets, covering a shift, etc. a minimum of 3 times per six-month Ambassador term.
6. I will work to attain 4 active service points per month as is defined by the Chamber.

I have read, and fully understand, the expectations required to serve as an Ambassador for the Richmond Chamber of Commerce. I commit to fulfilling those expectations and respectfully submit my application to serve as a member of the Ambassador Committee for one or both of the following terms:

* \_\_\_\_ *February – July 2022*
* \_\_\_\_ *August – January 2023*

Please read and sign/add your electronic signature below statement and return:

By mail to Richmond Chamber of Commerce, 201 East Main Street, Richmond, KY 40475; by fax (859) 623-0839; or via email madison@richmondchamber.com.

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Signature Date

GENERAL INFORMATION

1. Why do you find it beneficial to be a part of the Richmond Chamber of Commerce?

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2. Why should you be selected to be a member of the Ambassador Committee?  
  
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3. How will you utilize your strengths/talents for the betterment of the Richmond Chamber Ambassadors?

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