



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

I. PURPOSE AND RESPONSIBILITIES OF AN AMBASSADOR

- a. Ambassadors will serve in a public-relations capacity for the chamber.
- b. Ambassadors will assist in recruiting new members by explaining member benefits, promoting chamber activities and passing referrals to the chamber staff.
- c. Ambassadors will assist in retaining current members and encouraging their involvement in chamber committees, events and programs.
- d. Ambassadors will serve as chamber representatives at ribbon cuttings, grand openings, breakfasts and luncheons, fundraisers, and other community events.
- e. 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.
- f. Ambassadors will meet in regular session on the fourth 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.
- g. Ambassadors will model the benefits of community involvement through "Ambassadors Give Back," a service project selected by the committee, once per 6-month term.

II. AMBASSADOR BENEFITS

- a. Honor achieved as the result of a competitive selection process
- b. Heightened visibility for each member within the chamber and community as a result of attending ribbon cuttings, grand openings and fundraisers
- c. Expanded recognition for the business or organization each ambassador represents
- d. Professional networking opportunities
- e. Competitive “Ambassador of the Year” recognition at annual Awards Banquet
- f. Increased access to community and business leaders as a result of involvement
- g. Acquire experience and knowledge of chamber operations in preparation for pursuing other leadership roles
- h. Earn active service points that can be used to attend chamber events. *(Limit of two tickets can be earned for the Annual Awards Banquet)*
- i. Opportunity to give back to the community through service

II. AMBASSADOR QUALIFICATIONS

Conduct an on-line search for characteristics of an effective ambassador and you will find seemingly endless lists of 5, 7, or even 10 key qualities. To help you determine whether Ambassador is the role for you, consider the following critical attributes we are looking for:

- *Effective Communication skills*
 - *Passion for building and growing relationships*
 - *A high level of Professionalism*
 - *Team Player willing to serve in a variety of roles*
- a. Ambassador Committee membership is limited to persons who are members in good standing, or employed by members in good standing, of the Richmond Chamber of Commerce. Committee members should demonstrate commitment to the mission and goals of the organization, flexibility in the work day, and willingness to volunteer time and effort.
 - b. To become an Ambassador for the Richmond Chamber of Commerce, each applicant must submit a Confidential Application, which includes 3 open response questions, expectations, and a statement of commitment. Applications will be reviewed by Chamber personnel and the Ambassador chair.
 - c. Each person applying to become an Ambassador must sign and adhere to the rules and expectations detailed in the Confidential Application. Failure to do so will result in forfeiture of membership on the Ambassador Committee.
 - d. When applying in December for the following year, an Ambassador has the choice of committing to either one (1) six-month period (January - June 2020) or two (2) six month periods (January - June 2020 AND July – December 2020).
 - e. The Ambassador Committee shall be comprised of no more than 20 members during each six-month term. When vacancies occur, they will be filled at the beginning of the next term (January or July).
 - f. Ambassadors shall make every effort to attend the monthly meeting and scheduled events, which includes volunteer activities. Attendance will be recorded each month through the active service points spread sheet. If a member is unable to attend, it is his/her responsibility to inform the chair of the Ambassador Committee or the Chamber office. Please note that more than three absences will result in the loss of your position as an Ambassador.
 - g. If an Ambassador can no longer fulfill his/her obligations to the committee, he/she must notify the Ambassador chair and/or Chamber office.

CONFIDENTIAL APPLICATION

*Please note: The application deadline is December 20, 2019 at 5:00 PM.
Selected Ambassadors will be notified by Friday, January 3, 2020.*

Applicant Name (Print)

Name of Business/Company

E-mail Address

Contact Numbers:

(Business) _____

(Cell) _____

STATEMENT OF COMMITMENT

- a. 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.
- b. 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.
- c. 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.
- d. I will assist Chamber staff in the recruitment of new members and retention of existing members.
- e. 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.
- f. 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:

- _____ *January – June 2020*
- _____ *July – December 2020*

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 events@richmondchamber.com.

Signature

Date

GENERAL INFORMATION

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

2. Why should you be selected to be a member of the Ambassador Committee?

3. How will you utilize your strengths/talents for the betterment of the Richmond Chamber Ambassadors?
