



Dear Ambassador:

It is with great pleasure that we welcome you as an Ambassador of the Chamber. For some of you, this is your first experience as a volunteer for the Clinton-Sampson Chamber of Commerce. To you, we welcome you aboard. To our veteran Ambassadors, "Welcome Back."

The Ambassador Club offers you a unique opportunity. You will be able to meet with Chamber member decision-makers on a professional basis while helping your Chamber meet its goals. Our goal is that through your contacts with the members on your ambassador list, you will gain contacts, potential customers/clients, as well as open a door of communication with the Chamber.

We thank you in advance for your volunteered time and dedication as an Ambassador this year. We look forward to the success stories of your expanded network and contacts.

For your involvement and efforts, you will receive recognition within your organization and throughout the Clinton-Sampson business and professional community as well as earn points that can be used as a sponsorship for a chamber event or to attend an educational seminar. Our goal is that in addition to your expanded network and contacts, your business or organization will receive additional advertising and marketing exposure because of your hard work and dedication to the Ambassador Program.

Thank you again for your commitment and support to this year's Ambassador Program. Together we will continue making a difference in the fulfillment of our mission as we maintain a well-informed, involved, responsive and committed membership.

Sincerely,

Sherri Smith
Ambassador Chair

Janna Bass
Executive Director



AMBASSADORS

ANNUAL GOAL

The Ambassador Club's annual goal is to increase the retention rate of new and existing members by conducting a program of goodwill calls; reinforcing the benefit of Chamber membership, increasing members' knowledge about programs, services and benefits; and keeping the channels of communication open between the membership and the Chamber's Board of Directors. Our goal is that while you are opening the door of communication from the Chamber, you are gaining contacts and expanding your network filled with potential customers, clients, and resources. We also strive to equate your hard earned points into opportunities that will give your business or organization more exposure through event sponsorship or opportunities to attend chamber seminars at no cost.

AMBASSADOR SOCIALS

Throughout the year, we will have two Ambassador Socials. You will be notified for these socials by e-mail.

These socials are held as a chance for us to say "thank you" to each of our Ambassadors and for our Ambassador to give the Chamber staff an update of their visits, calls, conversations, and more. We know that some chamber members are more likely to tell a peer when they are unhappy or not satisfied with the Chamber. As a part of the Ambassador program, we encourage you to relay that information to us for improvement.

Enjoy fellowship with other ambassadors as well as, again, help with Chamber growth, retention, and communication.

WHAT IS A CHAMBER AMBASSADOR?

- Group of knowledgeable volunteers serving in a year-round effort as the customer service representatives of the Clinton-Sampson Chamber of Commerce and acting as a conduit between the Chamber and its members.
- Volunteers aid the Chamber with membership recruitment, retention and reactivation by making personal calls and visits. Volunteers encourage members to become involved in the Chamber and assist members in learning more about the Chamber. Ambassadors will inform and receive feedback on Chamber activities and programs.
- Additional voluntary activities include serving as greeters at Business After Hours and attending Ribbon Cuttings and Grand Openings.
- Rewarded through expanding their own network and contacts, receive recognition, and earn "Ambassador Chamber Bucks" to use toward chamber event sponsorship and other advertising and marketing avenues.

WHY BE A CHAMBER AMBASSADOR?

- Enhanced career development
- Increased exposure for your business
- Expanded base of contacts and clients
- Recognition for you and your company
- Earn points to use toward Chamber Advertising or to attend educational seminars



AMBASSADOR RECOGNITION INCENTIVES

AMBASSADOR OF THE YEAR

This award will be presented at the Chamber’s Annual Banquet and will be given to the Ambassador with the highest points for the year. Please see the point sheet to learn more about the point system.

AMBASSADOR POINTS

Each time you attend an event, you will receive points! It’s that easy! Our office will keep track of the points then use your points to advertise your business through Chamber Event Sponsorship or for tickets to educational opportunities.

We would love to have you as an Ambassador!
If you are interested, please submit the following information. We look forward to your involvement and support of the Chamber!

Ambassador Information

Name: _____

Company: _____

Position: _____

Business Address: _____

Phone: _____ **Cell:** _____

E-Mail Address: _____

I look forward to being involved with the Clinton-Sampson Chamber of Commerce as an Ambassador. I understand that the Clinton-Sampson Chamber of Commerce Ambassadors are a group of volunteers who work to promote participation by membership in Chamber events and activities, to recruit and retain Chamber members and to represent the Chamber at related functions. An Ambassador of the Clinton-Sampson Chamber of Commerce shall reflect credibility of the Chamber of Commerce at all times.

Signature

Date