

Ambassadors



Guidelines for Involvement

Welcome!

As a member of the Ambassador Committee of the Rockford Chamber of Commerce (RCC), you are a very important part of our membership retention and cultivation. Since you will be representing the RCC to our members, we depend on you to keep yourself informed and positive about RCC programs.

The Rockford Chamber of Commerce staff is small which makes it very unlikely for us to call on each and every one of our members in a year. You make it possible for members to have this personal contact which makes that member feel more engaged with the RCC. This increases the likelihood that they will engage with the many benefits the Chamber offers.

Your job is to provide a communication link between our members and the RCC. Often members will have questions or concerns that they have not communicated with us; but when you make contact with them they can open up to let us know what they like and what they need.

We truly appreciate your willingness to make this commitment, and we hope it proves to be enjoyable and beneficial for you and your company. Should you ever have questions or comments about what the RCC is doing, please do not hesitate to contact me.

Kristin Muehlfelder
Member Relations
(Staff Ambassador Liaison)

Benefits of Ambassadors Committee Involvement

Rockford Chamber of Commerce (RCC) Ambassadors are the most highly visible volunteers of the organization. They function as RCC's customer service department and make dozens of contacts monthly promoting the organization to members and non-members. Ambassadors also find that their involvement brings their company greater visibility, new business, and relationships.

But this is more than a customer service effort...it is leadership development and business development. Ambassadors establish relationships between their fellow Ambassadors and other RCC members, which enhance their professional and personal lives. Many Ambassadors have moved from their Ambassador status to committee chairmanships in other RCC activities.

Guidelines for Involvement

The Ambassadors Committee is a group of RCC members who generously donate 3-5 hours per month to participate in RCC activities. Ambassadors are expected to encourage existing RCC members to become more engaged with the organization and offer ways to do so, serve as greeters at various RCC events and activities, assist with retention of current members and refer businesses to become members of RCC. Overall, their goal, as a group, is to strengthen RCC's membership base and enhance the organization's visibility throughout the entire region – in a positive and proactive manner.

Individuals should have a sincere willingness to promote RCC's mission and work together to enhance the area's overall quality of life.

Requirements

The Ambassador must fulfill the following in order to maintain active status in the committee and be listed as a Chamber Ambassador on our Web Site:

- Ambassadors are expected to participate in RCC activities:
 - Attend at least 2 Good Morning Rockford or Business After Hours per year.
 - Attend ribbon cuttings as schedule permits.
- Ambassadors are expected to participate in Ambassador-specific activities:
 - Ambassador meetings: attend at least 6 of 12 per year.
 - Chamber 101 meetings: attend at least 1 per year.
- Refer prospective members or bring a prospective member to an event.
- Volunteer at Special Events, if needed.

Professional Conduct and Appearance

When meeting with a member or attending RCC functions, Ambassadors are expected to dress in a professional manner that matches the event. If working the event as an Ambassador, jeans are **not** preferred. Logo apparel, uniforms or other apparel that identifies an Ambassador as an employee of their business must be clean, complete and in good order. Ambassadors that have volunteered to work an event are required to wear red. Ambassador name badge should also be worn to all functions.

RCC is confident each Ambassador will use his or her best judgment in following acceptable conduct, cleanliness and dress standards.

Monthly Meetings

Each month a lunch meeting is held at a RCC member restaurant or venue. Meetings are usually held the second Thursday of every month. There are some exceptions to this rule depending on Holiday or other unforeseen events at the Chamber. Ambassadors are asked to register for the lunch on the RCC website. If an ambassador registers and does not attend, he/she will be billed for the cost of the meal. The meetings are held at a Chamber member's place of business and usually have a speaker. Special opportunities and upcoming events at the Chamber are generally announced at the monthly meeting. Attend at least 6 per fiscal year (January through December). Networking will take place at least 15 minutes prior to the business portion of the meeting.

Reservations are required for lunch. The lunch is normally \$15 which is all inclusive (food, beverage and gratuity). You may pay online by credit card, or at the door with cash or check. Payments must be received before or at the lunch. Otherwise, the company will be invoiced.

Referrals

As Ambassadors, we ask that you encourage business contacts to become familiar with RCC. Ask the prospect to join! After an initial contact, the Ambassador can reach out to our RCC Membership Team and have him/her meet with the business contact either with or without the Ambassador. If the referral becomes a Chamber member, the Ambassador that referred them will receive a certificate for a free Ambassador lunch.

Good Morning Rockford or Business After Hours

The Ambassadors are co-hosts for these events and mix with **all** guests. Ambassadors are asked to help maintain a business atmosphere and to assist with the registration process. This is the most visible location at any networking event and allows more opportunity to reach future clients. Ambassadors are also asked to help introduce new members to existing members at these events. High visibility is important.

Ribbon Cuttings/Grand openings –This Ambassador committee is responsible for attendance at Ribbon Cuttings; one of the many benefits offered through RCC is the opportunity to attend ribbon cuttings for new or recently expanded businesses. The ribbon cuttings include a ceremonial cutting of the ribbon with the business owner/manager, RCC staff and Ambassadors. The Ambassador’s responsibilities at these events are to be present for the photo (must wear red) and extend congratulations to the new business owner while encouraging them to become active in RCC. The RCC really relies on the Ambassadors at these events. They may be asked to help with set up, be greeters at the door etc.

These events are excellent sources for new business contacts. We suggest that you introduce yourself and your business at this event and welcome them. Please do not do any PROSPECTING at these events. You may follow-up with the member in a week or two to potentially discuss your business with them. Ambassadors should plan to arrive at least 15 minutes prior to the event.

CONTINUATION IN GOOD STANDING

1. Job Status Changes

If an Ambassador changes jobs, he/she may transfer their ambassadorship to the new company if that company is an active RCC member. If, however, the new company is not a RCC member the Ambassador will have to resign from the committee unless he/she can encourage them to become a member. It is the ambassador’s responsibility to notify the staff liaison at the Chamber of his/her job change.

2. Cancelled Chamber Membership

If an ambassador’s company is dropped from the RCC membership for non-payment, the ambassador has 30 days to ensure that their company reinstates their membership. During those 30 days, the ambassador cannot participate in Ambassador Activities. If no membership reconciliation is made after 30 days, the ambassador is automatically dropped from the program. At that point, if or when the company reinstates their membership, the individual can re-apply to the ambassador program.