



The Sullivan Area Chamber of Commerce works towards the development, advancement, and prosperity of the area's businesses and to enhance our community's quality of life through civic, cultural, and educational organizations.

2024 Ambassador Program Guidelines

Purpose:

Ambassadors are a group of business leaders in the Chamber that are experienced and active Chamber members. Being an Ambassador for the Sullivan Area Chamber of Commerce is an important role. The primary mission of the Ambassador program is to serve as welcomers/greeters at various Chamber functions, as well as aid in the retention of existing members and recruitment of new members. This energetic group of people helps maintain contact with other Chamber members while promoting the Chamber of Commerce and its purpose.... and of course, having fun while doing so!

For Retention, Ambassadors will help to ensure that new and current members feel welcomed, have a great experience and understand/take advantage of their membership benefits. For Recruitment, Ambassadors will be an extension of the Chamber, reaching out to potential new members by inviting them as guests to Chamber events and explaining the benefits of membership.

Why become an Ambassador?

Being an Ambassador is one of the easiest and most enjoyable ways to increase visibility for you and your business. Ambassador status positions you as a leader and a "go to" resource for area businesses. Being an Ambassador is a solid way to build business relationships with members. And, because the role includes volunteering at events, you'll often be seen in the published photos, have the distinguished role of introducing members to each other, and celebrate with new and expanding businesses at their ribbon cuttings. One of the most important roles is to adopt new members and help onboard them to the Sullivan Area Chamber of Commerce and its benefits. If you plan on attending events anyway, or have been wanting to build your business contacts, being an Ambassador makes sense.

Ambassadors gain business exposure by being the first to meet Chamber members and put their company's name in the forefront. By volunteering at Chamber events and attending Ambassador meetings, they are kept current on what is happening

within the Chamber and our community. The Ambassador Program provides opportunities for you to meet local business people and build lasting relationships.

What does an Ambassador Do?

Ambassadors help promote the Sullivan Area Chamber of Commerce to the business community and support Chamber functions. Ambassadors actively advocate for the Chamber, communicating the benefits, programs, and privileges of becoming a Chamber member.

Through enthusiastic Chamber representation, Ambassadors seek opportunities to educate, promote and share the benefits of Chamber membership with the business community. It is an honor and privilege to be an Ambassador for the Chamber. Serving as an Ambassador offers a great deal of visibility and builds credibility for your own business, while generating stronger relationships for the Chamber in the business community.

Ambassadors will meet with Chamber staff to determine the best ways for them to engage in the role.

Examples of Ambassador tasks include, but are not limited to:

- Increased name and face recognition for you and your business or organization
- Greeting and welcoming new and current Chamber members and introducing them to other members at Chamber events
- Assisting with the event registration table or greeting attendees at events
- Acting as a “table host” and helping to facilitate conversation during Monthly Member Luncheons and other similar events
- Attending ribbon cuttings as an official representative of the Chamber
- Inviting members to events such as Monthly Member Luncheons, Caffeine Connections, Coffee in the County, and other Chamber events
- Mentoring new members by encouraging their participation in Chamber events and planning committees
- Fostering member engagement in Chamber programs, events, and committees
- Helping to educate and assist new, current and potential members about the benefits and services of Chamber membership
- Make New Member Welcome Calls and follow-up calls
- Delivering potential member packets to Franklin County businesses

- Excellent networking opportunities
- An insider's perspective of the local business community
- Introductions to local business and community leaders
- An opportunity to demonstrate community pride
- Recognition on Ambassadors' page on the Chamber website, as well as social media posts

Requirements:

- Must be a Sullivan Area Chamber of Commerce Member in good standing
- Complete and return the Ambassador application
- Make a 1-year commitment to the Ambassador Program (July – June)
- Meet once per quarter as a committee
- Possess a working knowledge of the Chamber, staff members and planning committees

Ambassador Points

Ambassadors can earn recognition and rewards through their involvement. The following point system will be used:

AMBASSADOR/GREETER ROLES

- Volunteer at a monthly event as greeter, table host, etc. (i.e. Monthly Luncheon, Chamber Chat, Networking WOW, Business After Business) – 2 points (each event)
- Attend a Ribbon Cutting/Groundbreaking - 1 point (each event)
- Attend Ambassador Committee Meeting - 2 points (each mtg)

CHAMBER GROWTH

- Recruit a new Chamber member (must submit payment and can't have been a member within the last 6 months) – 5 points
- Meeting with new/current member (w/o Chamber staff) - 3 points (each mtg)
- Bring a prospective member to any Chamber event - 2 points (each guest) (*Contact Amanda to get the person registered at the member rate!*)
- Participate in a mtg with new/current member (w/Chamber staff) - 2 points (per mtg)
- Complete outreach call to current member – 1 point (each call)
- Make welcome call to New Member – 1 point (each call)

Ambassador Good Standing

Ambassadors should strive to achieve a minimum number of points each quarter, and annually, to remain an Ambassador. Those falling short of the annual goal must reapply to be a part of the program the following year.

Quarterly Minimum 10 points

Annual Minimum 40 points