

# Ambassador Handbook

2020



# About the Chamber

## Chamber Mission Statement:

"The Oswego Area Chamber of Commerce promotes the growth and prosperity of our members by connecting them to resources, relationships, and value-added benefits to foster a successful business community."

## Chamber Purpose:

# Business & Industry United for a Better Community

The Oswego Area Chamber of Commerce helps businesses learn, grow and prosper within our diverse and thriving community. Focused fully on the Oswego and surrounding area, we connect you to the people,



## **What is an Ambassador and what is their Purpose?**

An Ambassador is an official representative of the Chamber of Commerce. Ambassadors are one of the most visible “faces” of the Oswego Area Chamber of Commerce. As volunteers and representatives of the chamber member companies they serve along with the board and staff as public relations arm of the Chamber.

The first priority of an Ambassador Team member is as a Chamber liaison. Representing your own business should remain secondary.

Draw together business leaders for the purpose of increasing community awareness, goodwill, and economic growth for their business and OACC. Ambassadors will work to strengthen overall relationships with members by assisting with Chamber events and creating awareness of the Chamber in the Community. Ambassadors serve as greeters at Chamber events and generally foster goodwill among the membership.

## **Who can serve as an Ambassador? Qualifications**

Any current Chamber member in good standing may apply to serve as an Ambassador. To qualify, members must have at least six (6) months of active participation in The Chamber and attend a member orientation. Qualifying candidates will be interviewed by Chamber staff and must be approved by a simple majority vote by the Ambassador Team..

Their business or the business they represent must be a member in good standing. No outstanding invoices with all event invoices paid by event date!

Term of service shall be one (1) year. Upon completion, a new Ambassador Commitment form must be signed.

During an extraordinary business time for their business, an Ambassador may take a 90 day leave absence without counting against them. Anyone desiring to do so, must submit the chamber staff in writing. No points will be taken or given during this time. Only 1 90 day leave a year will be allowed—if used at the end of the calendar year, they may not use a 2nd one at the beginning of the new year.

Must have a knowledge of the chamber, its staff, committees, board and benefits of membership

# Rules/Guidelines/Expectations

- Must be a member of OACC in good standing—1 Ambassador per business
- Willing to volunteer their time towards chamber events, projects, functions and committees
- Attendance at the following Chamber events as often as possible
  - Ribbon Cutting/Grand Opening Ceremonies
  - Business after Hours
  - Coffee with the Chamber
  - Membership Tuesdays
  - IWO events
  - Seminar luncheons
  - Multi chamber events
- Wear your ambassador nametag at all Chamber functions
- Responsible for reviewing monthly points
- Maintain monthly contact via e-mail, phone or in person with new member assignments and either tag the chamber on social media at visit, turn in a business card to the staff or copy chamber staff on emails to businesses
- Active recruitment of new members and retention of existing members/members they sponsored
- Promotion of the value of Chamber membership within the community
- Assistance in the promotion of Chamber activities and events to the community
- Must get a minimum of 50 points a year with a minimum of 12 a quarter.
- Adhere to the Chamber Code of Conduct

# Events & Meetings

Ambassador meetings are the **last Wednesday of the month** at the chamber office, 8:30 am

**Ribbon Cuttings** will be held Monday—Friday between the hours of 8 am—5 pm either at the business or the chamber office. They will run anywhere from 1/2 hour to 2 hour long event. Remember this is their event—not ours and the actual timing of when we cut the ribbon is at their discretion. Ambassadors must be in attendance for at least 1/2 the event to be counted.

**Extra points** will be given for helping setup and take down at events at the staff discretion.

Ambassadors need to act as greeters and help members network with other members. Ambassadors are expected to sit & move through out the room facilitating networking etc.

**Networking events are:**

**Coffee with the Chamber**—typically the 2nd Wednesday of the month at the business or chamber office from 8—10 am

**Business after Business**—typically the 3rd Thursday of the month at the business or chamber office from 5—7 pm

**Membership Tuesdays**—the first Tuesday of the month from 8:45 am—10 am at the chamber

**IWO luncheons**—are either a learning luncheon or networking night varies

**Annual Dinner**—first Thursday in May

**New Member Dinner**—first Thursday in October

**Golf Outing 2021**—last Thursday in July

**Expo**—April 17, 2021

# Recognition/Benefits of being an Ambassador

Being a Chamber Ambassador puts you and your business in the spotlight! That gives your company free publicity as a support of new businesses coming to the area. Events also provide a great opportunity to have a few minutes of fun and network with other business owners, movers and shakers in the community. Remember, Chamber Ambassadors are often one of the first community representatives a new business owners meets so it's the perfect opportunity to make new business connections. Remember to represent the chamber first then your business.

## **Listing on the Ambassador page of the Chamber website**

This listing will include your contact info including business name and a picture of you (please submit a picture)

Acknowledgement at Annual Dinner & New Member Dinner as Ambassadors—please wear your nametags

Opportunity to be Ambassador of the Quarter & Ambassador of the Year

Ambassador for each quarter will get (picture & acknowledge in the weekly newsletter at the beginning of the next quarter, and on Facebook, and on the Ambassador page on the website.

Ambassadors Awards:

**Gold Level Ambassadors**—Ambassadors who receive 125+ points in year

**Silver Level Ambassadors**—Ambassadors who receive 100-124 points are

**Bronze level Ambassadors** —Ambassadors who receive 75-99 points.

These ambassadors will receive special name badges for 2022, complimentary ticket to the Annual Dinner and acknowledgement on Ambassador page as well as quarterly awards)

Bring in new members during Membership Drives and get a raffle entry for every new member that joins for \$50 in Chamber bucks to be used for eblast or toward an event ticket. Cannot be used toward a sponsorship.

# Points

Points that can be earned:

- 1 for each ribbon cutting attended
- 1 for each Ambassador meeting attended
- 1 for each BAB and Coffee attended
- 1 for each IWO event attended
- 1 for each Membership Tuesdays attended

Bring a potential member to an event get an extra point

2 for each of the major events a year we have (they must attend at least 4)

- Membership drives
- Annual Dinner
- New Member Dinner/Showcase
- Fraidycat 5k/Ghost Run 8k/Meow Mile
- Hometown Expo
- Spirits on the Farm
- Annual Golf Outing
- Prairiefest activities

2 points for working an event (tear down, set up, stuffing bags, putting marketing material on tables)

2 for each new member they bring into the Chamber

(must be listed as referred by on application, points will be awarded once the membership dues/Elite member status is paid in full)

3 extra point if a Bronze elite member

6 extra points if a Gold elite member

10 extra points if a Platinum elite member

2 points for being an active member of a committee or Leads group (points for each committee/leads group you are in or being active on)

1 point for each new member you ACTIVELY mentor

5 points if your new member renews for the 2<sup>nd</sup> year

1 point for each event you sponsor at any level

2 points for each plaque delivered with social media post  
(preferably by mentor)

2 points for helping with Community Guide delivery

\*\*\* Double or Triple event days allow ambassadors to receive double points for the SECOND and/or THIRD activity that day if they attend multiple events that day (ie attend Meeting & Ribbon cutting on same day get double points for both—does not include leads group)

# Ambassador Commitment Form

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Title \_\_\_\_\_

Business Address \_\_\_\_\_

Home Address \_\_\_\_\_

Email Address \_\_\_\_\_

Work Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

How long have you been with this company? \_\_\_\_\_

Birthday (Month & Date) \_\_\_\_\_

Are you currently on any other boards or committees (within the chamber & within the community)? \_\_\_\_\_

## Ambassador Pledge

I will fully support the policies and programs of the OACC; I will stay current on Chamber news, events and activities; and I will represent the Chamber in a positive, professional manner. I understand that this is a volunteer position that will give me a unique way to build my business and build relationships with the community and help build the Chamber relationships within the community.

Signature \_\_\_\_\_

\_\_\_ I have read and understand the Ambassador Handbook

\_\_\_ I have read and understand the Ambassador point system & expectations

\_\_\_ I understand that failure to meet the attendance, duty, conduct or professional expectations may result in dismissal from the Ambassadors.

Tell us more about Yourself (for spotlight purposes) \_\_\_\_\_

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