

# Ambassador Program INFORMATION PACKET



**am·bas·sa·dor**

**\am-'ba-sə-dər\**

*an authorized representative or messenger*



# CHRISTIAN CHAMBER AMBASSADOR PROGRAM

Chamber Ambassadors are an informed select group of highly motivated, enthusiastic, and articulate business professionals who serve as the backbone of the Chamber's membership and engagement programs. Ambassadors serve as liaisons between Chamber staff and the members as well as representing the Chamber at a variety of events.

**Mission:** The Chamber's Ambassadors are members who provide a crucial link between the Chamber and its members. Ambassadors are the hands and heart of the Chamber. Ambassadors help to ensure that all members receive the maximum benefit from their investment. Ambassadors are at the core of the community's business activities. They enjoy the rewards of making new contacts, strengthening relationships, and accessing a wealth of information and resources. Their primary responsibilities are to reach out to members, assist with retention efforts, recruit new members, tell the Chamber story, and assist with staffing events.

## Three Major Areas of Focus:

- **Welcome Members and Guests** – The Ambassadors serve as the primary hospitality arm of the Chamber and are present at most Chamber programs and events.
- **Inform** – Ambassadors should be knowledgeable about upcoming programs, events, and opportunities for members to become involved.
- **Connect** – Ambassadors should seek to connect members with one another.

## Major Goals:

- Personally welcome everyone who attends a Chamber event and help to create a positive experience for all members. It is the Ambassadors' responsibility to engage, encourage, nurture, and expand our relationships and those of the Chamber.
- Each Ambassador should understand and be able to communicate the value that the Chamber provides to our members.
- Help increase the retention rate of new and existing members.

# Ambassador Teams

## *Greeting*

Each event will have up to 3 greeters assigned to welcome attendees, depending on location and event, (1) at the entrance welcoming attendees as they come in, and (2) inside the meeting room. Goals: Say “Hi!” and use people’s names as much as possible. As the team grows we would like to add a parking lot team welcoming people as they arrive.

## *Calling*

Reach out to connect with members to increase member engagement and retention. We will have a variety of things to talk about including, setting up the online directory listings, attendance at events, and learn what connection needs they have, inquiring about their business, and more.

## *Text*

Reach out via text with members (and ambassador team) welcoming new members, as well as, reminders regarding events, registration, special announcements, and more as needed.

## *Email Writing*

Reach out to members when they onboard after the initial call with new member info. Once a month through a scripted email to inform and encourage attendance at upcoming events.

## *Kingdom Connectors*

Takes an active interest in other members’ businesses and is the go-to connector for anyone needing a connection in housing, building, marketing, and more. You may not know the exact person, but you know someone that would.



# Ambassador Teams

## *Social Media*

Manages social media channels for the Chamber. Moderates posts, content and brand of the Chamber. Makes sure content is being posted from events, updates, and announcements. Intentionally creates engagement with Chamber.

## *Community Outreach*

Visit churches and other faith-based organizations to educate on the role and goals of the Christian Chamber and how we may serve them and the business owners that are a part of their organization. Determining and facilitating community involvement and impact on the community as a whole.

## *Virtual Ambassador*

Engage actively in all Chamber social media accounts to increase engagement and connection through online channels. This would include comments, likes, answering questions, and so on. In addition, the team would facilitate Kingdom Commerce University for new members.

## *Prayer Team*

One of the most important ways that you can serve would be as a prayer team member. It is an honor to be able to stand in the gap with our fellow members and the body of Christ.



# Requirements to Be An Ambassador

An Ambassador must be a member of the Chamber or employed by a member firm, in good standing.

**Ambassador commitment requirements are as follows:**

- At least one (1) Chamber event per month - In person or Virtually
- Attend at least six (6) online Ambassador team meetings per year
- Serve on a minimum of one (1) and maximum of two (2) volunteer teams
- Attend pre-lunch team huddle at any Relationship Building Lunch where you serve

Members may request to join the Ambassador Committee by contacting the Ambassador Committee Chairs or Chamber Presidents. Interested individuals should attend Kingdom Commerce University for new members, and at least two other different Chamber events to be officially designated as an Ambassador.

## Qualifying Events

Fellowship  
Friday

Cámara en  
Español Event

Christian Business  
Men or Women's Event

Professional  
Development Series

Relationship  
Building Event

Young Professionals  
Event

Please refer to the Chamber Calendar for event dates and times

[CLICK HERE to complete your  
Ambassador Commitment  
Form Online](#)