



Ambassador Committee

Handbook

2008

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Mission Statement

The goal of the Ambassadors is to serve as a highly visible good will representative of the Grand Rapids Area Chamber of Commerce by creating positive public exposure.

Plan of Action

- Participate in area parades wearing Ambassador sashes as a gesture of support and good will.
- Welcome visiting groups and conventions to the area and greet members and guests at Chamber sponsored events.
- Recognize Chamber member businesses that are new, relocated, expanded, or under new ownership in the area with a Ribbon Cutting Ceremony.
- Coordinate monthly Breakfast Connection networking event to promote new Chamber member participation, and encourage non-Chamber member(s) to join the Chamber.

Breakfast Connection Commission Statement

Breakfast Connection is a Chamber networking opportunity with a structured format. It is held the fourth Wednesday of each month, excluding December, from 8:00-9:00 am at the location of the host's choice.

The Breakfast Connection agenda includes:

- time for attendees to introduce themselves to the group
- time for attendees to specifically meet other Chamber members
- not more than 15 minutes for the host to showcase their business or services
- time for announcements of Chamber and/or community events

The Task Force Leader will:

- schedule, track and confirm monthly hosts
- facilitate each monthly event, or arrange for an appropriate replacement
- encourage new Chamber members' attendance
- encourage non-Chamber members to attend to introduce Chamber member benefits
- arrange with Chamber staff for scheduling and reminders

The Host business will:

- pay \$25 sponsorship fee to the Chamber of Commerce
- if the event is held at the host business' site, arrange for refreshments (coffee, rolls, etc)
- if the event is held offsite of the host business, then a \$25 refreshment cost is made to the facility hosting the event (caterer)
- keep the presentation to 15 minutes or less

The Chamber staff will:

- include Breakfast Connection in published Chamber event calendars
- invoice and collect host(s) \$25 sponsorship fee

Greetings Commission Statement

Ambassadors will greet guests and members attending special Chamber functions, and welcome visitors to the community who are attending conventions and regional meetings.

The Greeting process includes:

- the Task Force Leader inquires via email or at the monthly Ambassador meeting requesting greeters for a specific event
- schedule at least two Ambassadors for each event
- participating Ambassadors are requested to arrive at the event 15 minutes prior to start time
- participating Ambassadors are expected to follow established dress code

The Greeting function includes:

- set the tone of the event with a friendly smile and firm handshake
- greet event attendees at the door
- introduce new Chamber members to others
- make all attendees feel welcome

Each Ambassador is asked to participate as a Greeter at least four events per year:

- monthly Chamber luncheon programs
- monthly Chamber after Five programs
- monthly Breakfast Connection (typically fourth Wednesday morning).
- the Annual Dinner (January)
- the annual Fishing Opener BBQ (Friday in May)
- Golf Outing & Fun Day (typically a Thursday afternoon in July)

The Task Force Leader will:

- schedule at least two Ambassadors to participate as Greeter at each event
- be aware of scheduled conventions and regional meetings taking place in our community which may create additional Greeting opportunities by staying in contact with Visit Grand Rapids (formerly CVB) .

Membership Commission Statement

Ambassador Committee membership is open to all Chamber member business(es) in good standing.

The responsibilities of the Membership Task Force leader include:

- contact potential new Ambassadors for invitation to attend a meeting(s)
- coordinate completion of each new Ambassadors commitment agreement
- order name tags
- distribute name tag and green Ambassador sash
- maintain up-to-date membership list and contact information
- coordinate end-of-the-year holiday celebration

Each Ambassador is asked to:

- encourage Chamber member individuals to consider participation in the Ambassador committee
- contact the Membership Task Force leader with names of potential new Ambassadors

Chamber staff will:

- assist Task Force leader and Chairperson in maintaining updated membership list

Parades Commission Statement

Each Ambassador will:

- be asked to participate in a minimum of **one parade per season**.

The Task Force Committee will:

- will be responsible for organizing the volunteers who will participate in area parade(s).

The Task Force Leader will:

- set the schedule for the parade(s) that will be attended
- arrange meeting time and place for the volunteers
- coordinate someone to pick up the candy prior to the parade
- provide sufficient containers to carry candy
- will track the amount of candy used for each parade for future reference

The Chamber staff will:

- provide the candy necessary for each parade

Ribbon Cuttings Commission Statement

The Chamber of Commerce recognizes progress and growth in the area by hosting Ribbon Cuttings for new Chamber member businesses locating and starting in the area, and expansions or relocations of existing Chamber member business. This service is provided as Chamber member benefit and also serves as an opportunity to extend an invitation to other Chamber events. Ambassadors serve as the Chamber representative at the Ribbon Cuttings. Chamber member businesses outside of the travel radius are welcome to host the Ribbon Cutting at the Chamber of Commerce Depot building (exceptions will be made if an Ambassador regularly travels or works in the outlying area and is willing to volunteer).

Each individual Chamber Ambassador is asked to:

- contact the Chamber office with information about a new business or expansion
- participate in at least **four Ribbon Cuttings per year**

The Ribbon Cutting process includes:

- scheduled and arranged by the Task Force leader in conjunction with Chamber staff
- one of the two participating Ambassadors will pick up the “Recognizing Progress” poster, ribbon, scissors and membership information at the Chamber
- will travel the same radius as the Herald Review to perform the Ribbon Cutting
- encourages the participating Chamber member to attend other Chamber events

The Task Force Leader will:

- schedule at least two Ambassadors to attend the Ribbon Cutting
- contact Chamber staff with schedule and participating Ambassadors

Chamber staff will:

- refer the Ribbon Cutting event to the Task Force Leader for scheduling
- notify the Herald-Review newspaper for a photograph
- arrange for “Recognizing Progress” poster, ribbon and scissors, and membership information
- arrange for publication in the Herald-Review
- keep all documentation of Ribbon Cuttings for at least 12 months

Chamber Ambassador By-Laws

Mission: To serve as highly-visible good-will representatives of the Grand Rapids Area by creating positive public exposure.

Membership: The Ambassadors are a standing committee of the Grand Rapids Area Chamber of Commerce and are governed by the Chamber's Board of Directors who appoints a Chairperson at the beginning of each Chamber year. A Chamber member in good standing, who has good communication skills, enthusiasm, and a willingness to serve, may be invited an Ambassadorship term by the Board-appointed Chairperson.

Term of Service: Ambassadors accept a 3-year term of commitment with not more than two renewal terms based on a Chamber year. The Ambassador term begins January 1st of the year in which they join the committee.

Committee Organization: The Ambassadors are organized into five Task Forces which intermingle with both public relations and the member services responsibilities.

The Task Force leadership team is composed of the Ambassador Chairperson(s) and five Ambassador members who also serve as Task Force leaders. Each of the Task Forces has a commission (in booklet), which outlines their primary responsibilities within the organization. Chamber Ambassadors can clearly see how they contribute to our overall success.

Each Ambassador, additionally has a General Commission:

- to attend the monthly Chamber Luncheon (first Monday of the month)
- to attend monthly Ambassador meetings (second Wednesday of each month)
- assist in the work of the Ambassador Task Forces as requested and outline in the Chamber Ambassador Commitment Agreement
- participate in Chamber sponsored events
- to provide positive promotion of the Chamber goals

Meetings: The Ambassador Task Force Leader team meets the week prior to the Ambassador meeting to establish a plan of action, which is coordinated with the Chamber staff and Board.

The General Ambassador meeting will be held monthly with participation by all Ambassadors. Chamber staff will track attendance at these meetings.

Dress code: The Ambassadors are requested to dress accordingly to provide easy recognition:

- green Ambassador sash and Ambassador name tag
- navy blue blazer/jacket, white shirt or blouse, navy or khaki slacks or a skirt

Following this dress code is expected unless specifically excused because of the nature of the event. The Chamber provides the Ambassador sash and nametag, and the balance of the dress code is the volunteer's responsibility.

Termination of Responsibility:

Voluntary resignation from the Ambassador Commitment Agreement is accepted in situations of health concerns, relocation, etc. This is done by contacting the Chairperson.

Involuntary termination may occur when failure to fulfill the Ambassador Commission occurs.

Separation from the Ambassador Committee in either situation will require green sash and name tag return to Chamber staff.

Ambassador Commitment Agreement

The Ambassadors serve as official volunteer representatives of the Grand Rapids Area Chamber of Commerce. The Ambassador mission is “to serve as highly visible good will representatives of the Chamber by creating positive public exposure.”

As an Ambassador I agree to the following minimum expectations.

- *I will participate in at least one parade*
- *I will participate in a minimum of 4 Ribbon cuttings annually (with proper attire).*
- *I will participate personally as a greeter in at least 4 Chamber of Commerce sponsored events or luncheons (with proper attire) annually.*
- *I will attend at least 10 of the 12 Monthly meetings.*
- *I will participate in Chamber Ambassador training and Chamber 101.*
- *If I am a Task Force Leader, I also agree to follow the Commission given to me as outlined in the Ambassador Task Force Commission Statement*

I understand that failure to fulfill the above Commitments may be cause for termination of service.

Name _____

Signed x _____

Date: _____

OFFICE USE:

Chair: (s)

X _____ **Date** _____

X _____ **Date** _____

(2008 – Chair(s) of the committee)

Sponsor/Membership:

X _____

(2007 – Membership co-chair)

One copy will be returned to you for your records.