

STRATEGIC CONNECTIONS & SERVICE

CHAMBER AMBASSADOR INFORMATION



I. MISSION STATEMENT and OBLIGATION

The Sanger Chamber Ambassador Committee members are a dedicated group of active volunteers who act as a liaison or “connector” between the Chamber, its members as well as prospective members. They volunteer at Chamber events and benefit from networking & building new relationships while acting as a goodwill arm of the chamber.

The Ambassadors are a standing committee of the Sanger Chamber and all actions taken by the committee are subject to the approval by the President of its Board of Directors. The Chamber’s Membership Director is responsible for administering the Chamber Ambassador Program which is led by the Ambassador Committee Chair.

Ambassadors find that active participation on an ambassador team can extend their reach for networking, building relationships and marketing their businesses. Consider the possibilities!

II. SERVICE INFORMATION

- A. An Ambassador must be a member or be employed by a member in good standing of the Sanger Chamber of Commerce. An Ambassador should have the full endorsement and support of their employer. No more than two employees/members from the same organization may be Ambassadors.
- B. After the first full year of the newly established Ambassador Program, an Ambassador applicant must be a Chamber member in good standing for 6 months and have attended 50% of chamber sponsored events within those 6 months.
- C. The Ambassador Committee approves ambassador applications throughout the year. Applications shall be reviewed by the Ambassador Committee followed by a one-to-one interview to determine if the applicant’s goals and values meet or exceed those of the Ambassador Program.
- D. Ambassadors meet monthly on the Third Thursday at the Sanger Chamber office for a brown bag lunch at 12 noon. Attendance is expected.
- E. The Chamber will provide one lanyard with a name badge listing your name, area(s) of service and your company’s name. Replacement name badges are \$20 at the Ambassador’s expense. Wear your lanyard at all official Chamber events.
- F. Ambassadors serve as an integral part to the success of every Chamber event and they must be willing to support and attend a minimum of 50% of Chamber activities such as: luncheons, ribbon cuttings, Thank You tours, After Hours Mixers, ground breakings, and large scale events.
- G. Ambassadors receive special recognition based on a point system tied to the number of events or awards that they or their company sponsors throughout the year. This part of the program will be developed within the first 6 months of the program’s start.

III. CONSIDER THE POSSIBILITIES – Strategic Activities

The following is a list of the possible activities expected of a Sanger Chamber Ambassador. These activities shall be assigned to individual Ambassadors by the chair and co-chair. (The creation of formalized teams in these areas will occur as participation grows):

- 1. Welcome & Follow-up Outreach** - Welcome luncheon attendees – meet & greet, introduce them to others at the luncheon. During the following week, visit them with a Chamber Information Packet. Make a good-will call (phone or in-person) on those people who have been missed at the last luncheon. Encourage membership with non-members as well as participation of current members in Chamber activities.
- 2. Discovery & Recruitment Outreach** – Research new businesses in the Sanger area or outside the area and invite 1 -2 people from the business for a free lunch (first time only) at one of our monthly luncheons. Eventually, we will provide three by five Invitation Cards indicating the complimentary lunch date which will be printed and given to our Ambassadors as well as current Chamber members who would like to reach out to prospective members.
- 3. Social Media Outreach** – Use their LinkedIn, Instagram, Facebook and Twitter account(s) to promote Chamber member accomplishments and events.
- 4. School District Outreach** – Keep abreast of Sanger ISD events and identify those that the Chamber could support/serve/promote with our members’ expertise and enthusiasm.
- 5. City Outreach** – Keep abreast of City of Sanger events and identify those that the Chamber could support/serve/promote with our members’ expertise and enthusiasm.
- 6. New Residents Outreach** – Identify new residents who have located into the Sanger area and deliver welcome packets which come in printed Chamber logo bags to their home. If they are not at home, leave the bag on the doorknob. Welcome packets contain many of our Chamber members’ promotional materials as well as discount coupons.
- 7. Chamber Events Success** – select and participate in as many Chamber events as possible from the following list:

- College/Career/Trade School/Job Fair On the Square
- Health and Wellness Fair
- Chamber Sponsored Events
- Dog Vaccination Clinic
- ★ Sanger Sellabration
- Safe Spook
- 12 Days of Christmas



VI. GUIDELINES

1. The Ambassador chair and/or co-chair is a minimum one year commitment.
2. Ambassadors are expected to participate for one year and each Ambassador shall attend a minimum of 50% of Chamber sponsored events. If an Ambassador drops out of the program prior to their full year commitment, the Ambassador will be expected to pay for their lanyard and name tag at \$20.
3. New Ambassadors are required to attend an Ambassador Orientation Meeting in order to become acquainted with the mission of the Sanger Chamber and learn of the Ambassador Program expectations. The orientation meeting date and location will be determined at the time of each member's acceptance into the program.
4. Ambassadors remain in the program as long as they commit to the Ambassador Program obligations in Section III. Removal from the program shall occur when an Ambassador does not meet these expectations.

Any questions? Email them to BobbyWall@PointBank.com

