



AMBASSADOR TEAM HANDBOOK
Sanger Chamber of Commerce
Ambassador Officers 2021-2022

Ashley Lascor – Silver Lining
Co-Chair

Sue Allison – Grace Bible Church
Co-Chair

Name/Business
Member-Chair

STRATEGIC CONNECTIONS & SERVICE

CHAMBER AMBASSADOR INFORMATION



I. MISSION:

To develop and promote a prosperous economy and quality of life in the Sanger area.

II. DEFINITION:

The Sanger Chamber Ambassadors are an enthusiastic and dedicated group of volunteers who act as a goodwill arm of the Chamber. They recruit and welcome new members to the Chamber as well as assist member retention by encouraging involvement. Ambassadors create an environment that fosters networking and a feeling of support and understanding between the Chamber and business, government, and the community at large.

The Ambassador Team is a self-managed, self-sustained, and self-regulated under the authority of the Chamber's Board of Directors and are given the support of the Chamber Staff. 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 Ambassador Officers are made up of Chair, Co-Chair, Team Leads and Member Chair. The Officer positions are a minimum one year commitment.

III. BENEFITS:

Ambassadors find that active participation on an ambassador team can extend their reach for networking, building relationships and marketing their businesses. It is also an opportunity to show support of fellow Chamber members. Consider the possibilities!

IV. MEMBERSHIP ELIGIBILITY:

- A. After the first full year of the newly established Ambassador Program, an Ambassador applicant must be a Sanger Chamber of Commerce member or be employed by a member in good standing for a minimum of 6 months (no outstanding invoices past 30 days) and have attended 50% of chamber sponsored events within those 6 months. They should have the full endorsement and support of their employer. No more than two employees/members from the same organization may be Ambassadors.
- B. Ambassadors are reviewed and approved for acceptance and renewal by the Ambassador Officer Committee throughout the year. Applications shall be reviewed by the Ambassador Officer 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. There is no limit to the number of years an Ambassador may serve.

- C. The Chamber will provide one lanyard with a name badge listing your name, and your company's name. Replacement name badges are \$20 at the Ambassador's expense. Wear your lanyard at all official Chamber events.
- D. If employment is terminated, or if the firm drops its Chamber membership, the employee is no longer an Ambassador.
- E. If one is no longer an active Ambassador, lanyard must be surrendered to the Chamber Staff Liaison at the Sanger Chamber office.

V. RULES OF PARTICIPATION:

- A. 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: membership luncheons, ribbon cuttings, Thank You tours, After Hours Mixers, ground breakings, and large scale events.
- B. 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.
- C. 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.
- D. All Ambassadors meet monthly on the third Thursday of the month at the Sanger Chamber office for a brown bag lunch at 12 noon. Attendance is expected.
- E. Ambassadors must wear their lanyard to all functions where they are representing the Sanger Chamber.
- F. Ambassador Long Term Planning meetings will take place quarterly. Attendance is expected. Dates and times TBD.
- G. Ambassadors remain in the program for as long as they commit to these Rules of Participation as well as Section VIII, Code of Conduct. Removal from the program shall occur when an Ambassador does not meet these expectations.



VI. SERVICE ACTIVITIES-CONSIDER THE POSSIBILITIES:

- A. Visit and/or communicate with Members both old and new and encourage involvement in the many programs offered by the Chamber.
- B. Make a good-will call (phone or in-person) on those people who have been missed at the last luncheon.
- C. Greet everyone at social functions, making them feel welcomed and introduce them to others.
- D. Invite new members to Chamber functions, and if you know your invitee will be attending a function, make an effort to be there and introduce them to others. Better yet, pay for your invitee's first chamber luncheon.
- E. Participate in Ambassador activities and/or roles.
- F. Welcome new members by distributing Welcome Bags.
- G. Use their LinkedIn, Instagram, Facebook and Twitter account(s) to promote Chamber member accomplishments and events.
- H. Keep abreast of Sanger ISD events and identify those that the Chamber could support/serve/promote with our members' expertise and enthusiasm.
- I. Keep abreast of City of Sanger events and identify those that the Chamber could support/serve/promote with our members' expertise and enthusiasm.
- J. Attend Ambassador Program meetings and events.
- K. Act as hosts for Chamber functions and special occasions.
- L. Recognize, honor, and promote specific events within the Sanger area (anniversaries, open houses, expansions, festivals, etc.).
- M. Discover new businesses in the area and recruit both new and established businesses to become Members.
- N. Act as a link between the Chamber Membership and the Chamber Board & Staff.



- O. 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 with Safe Spook
12 Days of Christmas

VII. CODE OF CONDUCT

- A. Conduct business and professional activities in a reputable and responsible manner so as to reflect honorably upon the business community.
- B. Respect the reputation, profile and status of the Chamber and represent the Chamber accordingly. Members should refrain from inappropriate behavior. Repeated incidences may be cause for removal from the Ambassador Team.
- C. Understand, support and promote the vision and mission of the Chamber.
- D. Whenever reasonably possible, participate in the functions and activities of the Chamber, and promote the enhancement of business growth within the community

VIII. POINTS SYSTEM

- A. Ambassadors receive special recognition based on a point system tied to the number of events and/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.
- B. AMBASSADOR OF THE QUARTER - An Ambassador of the quarter shall be recognized at the quarterly meeting. The award will be based on the total number of points earned during that quarter and can only be won once a year.
- C. AMBASSADOR OF THE YEAR - The Ambassador of the Year Award is a special award for outstanding service to the Chamber. The Ambassador of the Year will be recognized at Annual Awards Celebration and will be featured in the Chamber newsletter, with a photo and name of their company.
- D. Every Ambassador is eligible for awards except the Chair

Questions?

Email them to Sue Allison, bigsky1978@gmail.com
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