

# **Greater Anna Chamber of Commerce**

## **Ambassador Program**



## Welcome to the Ambassador Program for Greater Anna Chamber of Commerce

The Ambassadors are a vital team of Chamber Partners dedicated to assisting the Greater Anna Chamber staff in meeting with and supporting new business partnerships, retaining & encouraging current membership, as well as sharing general goodwill regarding the Greater Anna Chamber of Commerce' Mission Statement. Greater Anna Chamber of Commerce will hereafter be referred to as Chamber. Ambassadors serve in a variety of volunteer capacities aiding the staff of the Chamber as well as other Chamber partners.

You are invited to serve as an Ambassador with the Chamber – advocating, welcoming, uniting, and promoting business in the Anna and surrounding area. To become an Ambassador, you must be a Chamber partner in good standing, regularly attend ribbon cuttings, and participate in networking events. Please call Kevin Hall at the Chamber office (972) 924-8533 for detailed information.

### **Attribute of an Ambassador include:**

- Ambassadors exhibit the goals and ideal of the chamber while being permitted to promoting their own business
- Must dress and behave professionally when representing the chamber at any event(work uniforms are allowed)
- Ambassadors promote excitement, enthusiasm and sense of fellowship and support for the community at civic, community and Chamber events.

### **Mission statement for the Ambassador Program:**

“The mission of the Ambassador Program is to serve the new members and play an essential role in member communications, conveying member needs, questions and concerns to the chamber staff. Upon appointment Ambassadors actively promote membership in the Chamber, facilitate networking among members and encourage meaningful participation in Chamber programs, strengthening member commitment and increasing long-term retention.”

It is important to understand the vision and mission of the greater Anna Chamber of commerce.

## **Greater Anna Chamber of commerce:**

### **Our Vision**

The Greater Anna Chamber of Commerce is being the voice and an advocate for the business community, making things happen and maintaining/strengthening a strong business environment in the area.

### **Our Mission**

The Greater Anna Chamber of Commerce, serving the Anna, Texas area, advocates and represents business' interest and issues affecting the community. We provide the environment to help our members prosper and succeed through a proactive working partnership with all levels of government and community organizations to achieve a healthy local economy and quality of life.

## **Benefits of being an Ambassador:**

As the relationship arm for the Greater Anna Chamber in the business community ambassadors find their volunteer experience rewarding because of the opportunity to celebrate business growth in Anna, support the Chamber with their time and expand their business potential through networking. During your duration as an Ambassador, you will experience the following return on your investment:

- Greater visibility of your business
- Opportunity to interact with new business in Anna
- Exclusive opportunity and priority invitation to the community activity
- Lasting business relationship and friendships

## **Eligibility/Steps to be an Ambassador:**

- Must be a member or an employee/representative of a member in good standing with the Greater Anna Chamber of Commerce whose dues are paid and are current
- Interested candidate must review the handbook and fill the interest application
- Once the approval committee (made up of the Chamber CEO/Executive, Ambassador Chair, and at minimum 1 Board Member) has confirmed an applicant they will then begin the ambassador training/orientation.
- After the training/orientation the individual will receive the name badge at the next monthly meeting.

## **Responsibilities of an Ambassador:**

The Ambassadors are asked to wear the official name badge when they are functioning as a representative of the Chamber. The three specific areas in which the ambassadors are asked to officially represent chamber are:

- Chamber Activities
- Member Retention
- Member Recruitment

Checklist will help the Ambassador to track their hours of Chamber involvement and is required to maintain eligibility as an Ambassador.

At any event it's the responsibility of the Ambassador or Ambassador in training to sign in or contact the Chamber Liaison if there is no sign in sheet, to ensure that your efforts/attendance is accounted for.

## **Name Badges:**

Ambassadors are encouraged to wear their name badge to all Chamber functions and events. This is the primary identification of your official affiliation with the Chamber and is especially important when you go for recruitment or retention visits. It is helpful for other business professionals who are looking for direction or have questions about membership to see that you are an official representative of the Chamber of Commerce.

First name badge is provided by the Chamber; if a replacement is needed the cost will be \$15. If you are not at a Chamber sanctioned event please do not wear your official Ambassador Name Badge, unless you are meeting with a prospective member or making retention visits.

## **GACC Ambassador Program Pledge:**

I will exercise the duties and the responsibilities of this position with Integrity, Synergy and Care.

I pledge:

- To be at ribbon cuttings, Ambassador meetings and relevant chamber meetings
- To always act for the good of the Chamber
- To represent the Chamber in a positive and supportive manner always and all places
- To adhere to the appropriate dress code recommendations which may include business professional or business casual depending on the nature of the ribbon cutting or event
- To work with and respect the opinion of my peers who serve on the Ambassador Program and to leave my personal prejudices out of all program discussions
- To come prepared to discuss any issues and business to be discussed at the meeting
- To observe appropriate protocol and guidelines, and display courteous conduct in all ribbon cuttings, committee, and Ambassador Program leadership meetings
- To work with Ambassador leadership to provide feedback and suggestion related to the Ambassador program
- To avoid conflicts of interest between my position as an Ambassador, my professional and personal life. If any conflict arises then I will declare the conflict and refrain from voting on an issue/matter in which I have a conflict in
- To support positive attitude in all actions taken by the Ambassador Program even when I am in a minority position for such action
- To actively recruit and maintain positive contact with the chamber members
- To remain the GACC member in good financial standing

If for any reason I am unable to carry out the above duties as best as I can, I agree to resign my position as an Ambassador for the Greater Anna Chamber.

\_\_\_\_\_  
Ambassador Program Member Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ambassador Program Member Signature

\_\_\_\_\_  
Employee / Representative of

