



2025 – 2026 Ambassador Program Guidelines

Welcome to the Broomfield Area Chamber Ambassador Program. We appreciate that you have made a commitment to support and grow the Broomfield Area Chamber while growing your own organization as well. The following Guidelines provide information on your duties and responsibilities as a member of this prominent group.

DESCRIPTION OF AMBASSADOR PROGRAM

The largest and longest-standing committee in the Chamber, the Ambassadors are a group of business leaders and an extension of the Chamber team, committed to helping the Broomfield Area Chamber fulfill its mission of building a strong, vital business community. The Ambassador Program is a premier business-networking program, and the Ambassadors are the backbone of the Chamber volunteer force.

PURPOSE

- A. Ambassadors actively **promote the Broomfield Area Chamber** in the business community, referring prospective members to the Chamber for follow-up, helping new Chamber members to connect to the organization and working with existing members to help them remain active and involved.
- B. Ambassadors act as the **hosts at Chamber events and activities**. They greet and introduce new members and guests to fellow Chamber members, answer questions about membership and participation and assist with registration or other activities as requested.
- C. Ambassadors **work to welcome new members and retain existing members** through their efforts as a face of the Chamber.
- D. Ambassadors **represent the Chamber** by attending as many other Chamber events as possible, including Ribbon Cuttings.
- E. Ambassadors are **an extension of the Chamber team and are expected to support and assist** Chamber staff in a positive manner.

AMBASSADOR EXPECTATIONS & RESPONSIBILITIES

- Be a member in good standing.
- Be an active Chamber member who enjoys the benefits of the Chamber and has a **desire to serve** by sharing these benefits with others.
- Be able to make a commitment of time and effort toward accomplishment of Broomfield Area Chamber and Ambassador Program goals.
- Always maintain professional customer service standards; please remember you are a representative of your business, your community, AND the Broomfield Area Chamber.

- Reach out to **New Members within 2 business days** of being assigned by the Chamber and arrange a time to pick up a new member bag from the Chamber to give to new members upon meeting up.
- Reach out to **renewing members within 5 business days** of being assigned by the Chamber.
- Attend the monthly Ambassador Meetings with no more than **two unexcused absences** in a year (January 1 – December 31). We understand that situations arise where you may need to miss a meeting but would appreciate it if you could please communicate your impending absence to the Chamber staff prior to the meeting.
- Attend Chamber Business After Hours Events for **free with your Business After Hours Annual Pass**. The Chamber staff liaison will automatically register you for every Business After Hours an Annual Pass admission. Please do NOT register yourself as it will result in an invoice being generated which will need to be voided.
- Seek out new members and guests at Business After Hours events and introduce them to others. New members and guests will have business names highlighted on their nametags to help distinguish.
- Volunteer at our Business After Hours and/or Signature Events. There are generally 2-4 volunteer slots available per After Hours event for check-in. Our Signature Events require more volunteers, typically 8-20 depending on the event.
- Participate in other Chamber activities as assigned.
- Share ideas with the Ambassadors and Chamber staff on how to grow and enhance Chamber membership.
- Relay any member concerns or questions to the Chamber staff in a timely manner.
- Promote committee involvement, Chamber events, and other Chamber programs as Return on Involvement opportunities to current and potential members.

AMBASSADOR MEETINGS

The Ambassador Committee meets as a large group on the **second Friday of every month from 12PM – 1PM** at a pre-determined location. Meetings will be held at a Chamber Member restaurant, and the purchase of a meal is completely voluntary. Restaurant locations will change as needed. **Unless there are extenuating circumstances, participation in monthly meetings is mandatory.** The purpose of the monthly meeting is to build cohesiveness and camaraderie among Ambassadors and to convey valuable information to the Ambassadors about Chamber activities.

Each Ambassador is expected to attend all 12 monthly meetings. **If an Ambassador misses two meetings without notification, he or she will be considered to have resigned from the Ambassador Committee.** Ambassadors should contact the Chamber staff liaison when absences are expected, or emergencies prevent attendance.

AMBASSADOR CODE OF CONDUCT

All Ambassadors shall conduct themselves in accordance with and within the meaning and significance of the title “Ambassador of the Broomfield Area Chamber.” They will always:

- Consistently and positively promote the Broomfield Area Chamber, Chamber staff, and Chamber members.
- Maintain a courteous and professional demeanor while representing the Chamber at all programs and events. A positive and helpful attitude is key to growing and maintaining a cohesive Chamber.
- Respect their commitment to the Chamber. This includes prompt attendance at Ambassador meetings and any events for which they have volunteered to work and being responsible for finding a replacement for work assignments when they are unable to meet a commitment.
- Display an appropriate image of the Broomfield Area Chamber by wearing the official Ambassador badge AND/OR Chamber name badge, and business casual attire at events.

- Display the highest standards in communication and responsiveness by promptly returning calls and e-mails to members, fellow Ambassadors, and Chamber staff.
- Help promote other Ambassadors and Chamber members when business opportunities present themselves.
- Make every effort to make all guests and new members feel welcome at all Chamber events.
- Report any negative comments or situations regarding the Broomfield Area Chamber to appropriate Chamber staff for prompt attention and maintain such information in confidence.
- Alcohol is served at many Chamber events. Ambassadors are expected to responsibly limit their use of alcohol prior to, or while working, shifts at any Chamber event. In addition, Ambassadors may not work a shift at an event while under the influence of alcohol or drugs.
- Vote or make decisions regarding the membership that are based upon “the greater good,” not upon individual interests, and abstain from voting in the event of a conflict of interest.
- Speak only for themselves when asked your opinion while serving as an Ambassador and make it clear that it is your personal opinion and not that of the Broomfield Area Chamber.
- Maintain neutrality regarding political candidates when working as an Ambassador. Refrain from wearing campaign buttons or displaying campaign literature while serving in an official Ambassador capacity. ***The Broomfield Area Chamber does not endorse candidates.***
- Support and adhere to decisions made by the Ambassadors as a whole, the Chamber’s President/CEO, and the Chamber staff liaison, regardless of individual feelings or opinions.

MEMBER OUTREACH GUIDELINES

- **For New Members:** the Chamber will assign an Ambassador upon a new member joining the Chamber. When possible, Ambassadors are assigned based on who the Chamber sees as a “Power Partner” for the new member. However, assignments are split evenly between all Ambassadors. Once assigned, the Chamber will send an email to the new member and the assigned Ambassador, asking them both to connect.
 - Ambassador should reply to the member within 2 business days and arrange a time to meet in person, where possible.
 - Ambassador should then arrange a time with Chamber staff to pick up a New Member Welcome Bag to take to their meeting with the new member.
 - At the meeting with new members, Ambassador should:
 - Invite the new member to the next Chamber networking event you will be attending.
 - Invite the new member to request from the Chamber to be registered for the next Business After Hours event. All members get their first BAH for free, but staff must register them.
 - Educate the member on ways to maximize their marketing reach with the Chamber.
 - Educate the members on how to get involved with the Chamber and community.
 - Encourage the member to set up a 1:1 with the Chamber Membership Director and/or CEO.
- **For Renewing Members:** the Chamber will assign renewing members to Ambassadors prior to each Ambassador meeting. The Ambassadors should:
 - Call the member to arrange a time to meet up, either virtually or in person. IF NO ANSWER/RESPONSE,
 - Email the member to arrange a time to meet up, either virtually or in person.
 - Introduce yourself as an Ambassador of the Chamber AND
 - Ask how their membership has been so far.

- Address questions and concerns member has. Notify Chamber Membership Director of expressed concerns or questions as soon as possible.
- Invite the new member to the next Chamber networking event you will be attending.
- IF MEMBER HAS NOT BEEN ACTIVE, ask if they are able to attend the next Business After Hours OR Power Partners Networking event. If so, email Chamber staff to have them registered for free.
- Educate the member on ways to maximize their marketing reach with the Chamber.
- Educate the members on how to get involved with the Chamber and community.
- Encourage the member to set up a 1:1 with the Chamber Membership Director and/or CEO.

AMBASSADOR RULES

- Membership in the Ambassador Program shall be limited to those Chamber members who continue to meet committee membership requirements.
- All Ambassadors must follow the Broomfield Area Chamber's Member Code of Conduct, which is found on the Chamber's official website.
- A member company may have no more than two representatives per location serving as Ambassadors at the same time.
- As an Ambassador, you are an active liaison of the Broomfield Area Chamber and therefore will not be in a position of authority in any other Chamber that requires participating in the decision-making process or acting in an Ambassador-type role.
- An Ambassador may be suspended or dismissed from the Ambassador Committee for any of the following:
 - a) Failure to comply with the Chamber Code of Conduct
 - b) Failure to comply with the Ambassador Code of Conduct as outlined above.
 - c) Failure to meet the Expectations and Responsibilities as outlined above.
 - d) Failure to follow the Member Outreach Guidelines as outlined above.
 - e) Repeated failure to provide event support and coverage as previously volunteered without arranging for a substitute.
 - f) Not a member in good standing regarding prompt payment of their membership dues.
- If an Ambassador is unable to participate for an extended period of time (for example, due to medical or personal emergencies), he or she may request a leave of absence from the Ambassador Program. Approval/denial by the Chamber staff liaison will be based upon the requestor's prior attendance and performance as an Ambassador.
- Any Ambassador who is in jeopardy of being suspended or dismissed from the Ambassador committee will be notified by email and shall have the right to one written appeal to the Chamber liaison prior to dismissal. The Chamber's decision shall be final.

Broomfield Area Chamber Liaisons:

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