



## 2016 Ambassador Guidelines

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

### DESCRIPTION OF AMBASSADOR COMMITTEE

The largest 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 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 Chamber** in the business community, referring prospective members to the Chamber for follow up, providing assistance to new Chamber members to connect them to the organization and working with existing members to help them remain active and involved.
- B. Ambassadors are the **hosts at Chamber events and activities**. They greet and introduce new members and guests to 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 ribbon cutting ceremonies and grand opening ceremonies and by attending as many other Chamber events as possible.
- E. Ambassadors are **an extension of the Chamber team and are expected to support and assist** the Chamber employees and Liaison, in a positive manner.

### AN ACTIVE AMBASSADOR WILL

- Be a member in good standing.
- Attend the monthly Ambassador Meetings with no more than two unexcused absences in a year (January 1 – December 31).
- Maintain professional customer service standards at all times; please remember you are a representative of your business AND the Broomfield Chamber.

- Be an active Chamber member who enjoys the benefits of the Chamber and has a *desire to serve* by sharing these benefits with others.
- Participate in Membership Drives & other activities as assigned.
- Be able to make a commitment of time and effort toward accomplishment of Broomfield Chamber and Ambassador Program goals.
- Must exhibit professionalism in all business and Chamber activities.
- Attend Chamber Business After Hours Events for free when you sign up online for a specific task to do at each event they are attending. The Chamber liaison must be notified by email or phone when you cannot fulfill your assignment.
- The Ambassador Program will consist of the following committees. Each committee will have a chair(s) that will coordinate the committee functions with the Ambassadors who wish to participate in the committee and update the Ambassadors at the monthly meeting.

#### **New Member Committee**

Visit each new member and drop off an Ambassador Goodie Bag to them. Committee Chair(s) will be responsible for coordinating the visits as well as collecting any feedback from the member visits and communicating with the Chamber Liaison.

#### **Engagement Committee**

Make monthly calls to new members and existing members as assigned in the monthly Ambassador meetings. Committee Chair(s) will be responsible for assigning the Ambassadors calls and also collecting the feedback from the member and communicating with the Chamber Liaison.

#### **Member Spotlight Committee**

Be available to attend 80% of ribbon cuttings. Committee Chair(s) will be responsible for collecting business cards at the event and communicating with the Chamber Liaison.

#### **Events Committee**

Volunteer at Chamber events in various capacities. Committee Chair(s) will be responsible for coordinating the volunteers at events. Work with the Chamber Liaison to assess volunteer needs based on the events.

#### **Social Media Committee**

Expand the social media network and presence of the Chamber and the members. Committee Chair(s) will be responsible for tasking the Ambassadors with monthly social media ideas/themes.

Must sign an annual commitment agreement (attached).

## **AMBASSADORS MEETINGS**

The Ambassador Committee meets as a large group the first Friday of every month from 11:30am to 12:30 pm. Meetings will be held at a Chamber Member restaurant and the purchase of a meal is completely voluntary. Restaurant locations will change as needed. **Participation in monthly meetings is mandatory.** The purpose of the monthly meeting is to build cohesiveness and camaraderie among Ambassadors and to convey important 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 liaison when absences are anticipated or emergencies prevent attendance.**

***\_\_\_\_\_ I understand missing two or more meetings without contacting the Chamber Liaison will be considered a resignation from the program.***

## **CODE OF CONDUCT**

All Ambassadors shall conduct themselves in accordance within the meaning and significance of the title "Ambassador of the Broomfield Chamber."

They will at all times:

- Consistently and positively promote the Broomfield Chamber and the Chamber team.
- **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 your commitment to the Chamber. This includes prompt attendance at Ambassador meetings and any events for which you have volunteered to work, and being responsible to find a replacement for work assignments when you are unable to meet a commitment.
- Display an appropriate image of the Broomfield Chamber by wearing the official Ambassador badge and ribbon; and professional business attire at events.
- Display the highest standards in communication and responsiveness by promptly returning calls and e-mails to members, fellow Ambassadors, and Chamber Team Members.
- 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 Chamber to an appropriate team member for prompt attention, and maintain such information in confidence.
- Alcohol is served at many Chamber events. Ambassadors are expected to severely 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 Ambassadors 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 yourself 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 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 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 Liaison, regardless of individual feelings or opinions.

\_\_\_\_\_ ***I understand failure to adhere to these Rules of Conduct will result in the Broomfield Chamber terminating my Ambassador status.***

## **AMBASSADOR RULES**

- Membership in the Ambassador Committee shall be limited to those Chamber members who continue to meet committee membership requirements.
- 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 Chamber and therefore do not participate as an Ambassador in another Chamber.
- An Ambassador may be suspended or dismissed from the Ambassador Committee for any of the following:
  - a). Failure to comply with the Code of Conduct as outlined above.
  - b). Failure to meet the requirements of an Active Ambassador as outlined above.
  - c). Repeated failure to provide event support and coverage as previously volunteered without arranging for a substitute.
  - d). Not a member in good standing regarding prompt payment of their membership dues.
- If an Ambassador will be 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 Committee. Approval/denial by the executive committee 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.

\_\_\_\_\_ ***I understand failure to adhere to these Ambassador Rules will result in the Broomfield Chamber terminating my Ambassador status.***

## **AMBASSADOR IN TRAINING REQUIREMENTS**

- Potential Ambassadors must be members in good standing in the Broomfield Chamber prior to joining the Ambassador Committee.
- Potential Ambassadors must have the full support of their employer to allow the flexibility required to effectively carry out the responsibilities of the Ambassador position.

### **Broomfield Chamber Liaison:**

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