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## **Ambassador/Membership Services Program Guidelines**

Welcome to the Broomfield Chamber Ambassador /Membership Services Program. We appreciate that you have made a commitment to support and grow the Broomfield 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/MEMBERSHIP SERVICES 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 Chamber fulfill its mission of building a strong, vital business community. The Ambassador/Membership Services 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 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 member spotlight ceremonies and as many other Chamber events as possible.
- E. Ambassadors are **an extension of the Chamber team and are expected to support and assist** Chamber staff 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). 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.
- 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 activities as assigned.

- Be able to make a commitment of time and effort toward accomplishment of Broomfield Chamber and Ambassador/Membership Services Program goals.
- Attend Chamber Business After Hours Events for **free when you register on Sign-Up Genius for a specific responsibility at an event**. The Chamber staff liaison will transfer your Sign-Up Genius registration to the ChamberMaster event registration page as a no-charge admission. Please do NOT register yourself as it will result in an invoice being generated which will need to be voided. Please note that the Chamber staff liaison must be notified by email or phone when you cannot fulfill your assignment.
- If you are NOT registered through Sign-Up Genius as an event volunteer, you will need to complete and pay for your event attendance through the Chamber website or at the door. There are generally 8 – 10 volunteer slots available per event. The exception to this is our two largest fundraising events - Taste It and Broomfield Days.
- Evaluate the current revenue model and make suggestions on how to grow Chamber revenue to provide better service to our members.
- Provide suggestions to the Concept Committee on the “I Have an Idea” form for future program and event recommendations.
- Promote the “I Have an Idea” form to all members to generate additional opportunities for programs that will provide a Return on Involvement.
- Promote committee involvement, Chamber events, and other Chamber programs as Return on Involvement opportunities to current and potential members.

## **AMBASSADORS MEETINGS**

The Ambassador Committee meets as a large group the first Friday of every month from 11:30am to 12:30 pm 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. **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 staff liaison when absences are anticipated or emergencies prevent attendance.

## **CODE OF CONDUCT**

All Ambassadors shall conduct themselves in accordance to and 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, 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 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 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 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 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 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 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 staff liaison, regardless of individual feelings or opinions.

### **AMBASSADOR RULES**

- Membership in the Ambassador/Membership Service Program 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 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 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/Membership Services 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.
- Each Ambassador is required to work at the check-in table of an event for a minimum of two (2) 45-minute shifts during the calendar year, (including, but not limited to, Business After Hours, Broomfield Days Beer Sales Tent, and Taste It).

### **Broomfield Chamber Liaison:**

Pat Monacelli

(303) 466-1775 ext. 102

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## Ambassador / Membership Services Program Commitment Agreement

Thank you for your interest in the Broomfield Chamber Ambassador/Membership Services Program! As a member of the Program, you will be a representative of the Chamber and will provide your outgoing personality, time, and energy to serve the needs of the Broomfield Chamber and its members. In the process, you will have the opportunity to grow your business through the positive contacts and relationships you establish through active participation in the Program.

Name \_\_\_\_\_ Date \_\_\_\_\_

Business Name \_\_\_\_\_

Location Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

As a representative of the Broomfield Chamber Ambassador/Membership Services Program, I acknowledge that I have read the ***Broomfield Chamber Ambassador/Membership Services Guidelines***. I understand that the guidelines have been designed to serve the Chamber membership as a whole and agree that I will...

- Attend the monthly Ambassador Meetings with no more than **two unexcused absences** in a year (January 1 – December 31).
- Make decisions regarding the program processes for Chamber members that are based upon “the greater good,” not on individual interests.
- 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.
- Work at the check-in table of an event for a minimum of two (2) 45-minute shifts during the calendar year
- Promote the “I Have an Idea” form to all members to generate additional opportunities for programs that will provide a Return on Involvement.
- Maintain neutrality regarding political candidates when working as an Ambassador.
- 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.
- Maintain their membership in good standing by prompt payment of their dues.
- Consistently and positively promote the Broomfield Chamber, Chamber staff, and Chamber members.

Ambassador Signature \_\_\_\_\_ Date \_\_\_\_\_