

who are chamber ambassadors?

Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to new and renewing Chamber members. Considered the goodwill arm of the Chamber, the Ambassador committee plays an essential role in member communication and retention, and each Ambassador is charged with conveying member needs, questions and concerns to Chamber staff, keeping our Chamber in line with our members' desires.

Upon their appointment, each Ambassador makes a commitment to build lasting relationships with the Chamber membership, particularly new members, in order to build a loyal, committed membership base that will continue to support, participate in and invest in the Chamber.

about the ambassador program

Ambassadors actively promote membership in the Chamber, facilitate networking among members and encourage meaningful participation and involvement in Chamber programs in order to enhance the membership benefits received by each member, strengthen member commitment and increase long-term member retention. Ambassadors will each receive monthly new member assignments, and Ambassadors can expect to spend one to three hours per month on their Ambassador duties. Ambassadors are expected to attend at least one monthly Ambassador meeting every two months, a minimum of six per year. Ambassador meetings are held on a monthly basis at the Ferndale Area Chamber of Commerce at an agreed upon time by the committee.

ambassador responsibilities

- Accept new member assignments and conduct new member interviews, reporting relevant information from these interviews to Chamber staff at a monthly Ambassador meeting.
- Attend Chamber events to greet and build relationships with new members, as well as to facilitate introductions and foster direct connections for new members.
- Facilitate group discussions at monthly Chamber meetings.
- Attend member ribbon cuttings, grand openings and ground breakings.
- Maintain monthly contact via e-mail or phone with new members, 6 months into membership, and 30 days prior to renewing.

incentives for ambassadors

Ambassadors provide an essential service to the Chamber membership and staff. In appreciation for their work, Ambassadors are rewarded with recognition, as well as, with points that when accumulated can be used toward most sponsorship, marketing, event fee, or membership dues. Ambassadors who exceed annual goals are also eligible for additional recognition or marketing for their business.

ambassador point structure

EVENT/ACTIVITY	POINTS AWARDED	ANNUAL GOAL	ANNUAL POINT GOAL
Ambassador Committee	25	6	150
Network Event Attendee	10	12	120
Special Event Volunteer	25	1	25
Special Event Attendee	20	2	40
New Member Interview	15	24	360
Monthly Invitation to	10	12	120
1-1 New Member Orienta-	25	4	100
Check-In Phone Calls to	15	24	360
TOTAL			1275

ambassador annual recognition structure

	Chamber Bucks*	Additional Incentives	Cumulative (Yearly)
400 points	\$20	Listed as team member	\$20
800 points	\$20	n/a	\$40
1200 points	\$25	n/a	\$65
1275 points (annual goal)	\$30	Verbal recognition at Chamber event; recognition at	\$95
1400 points	\$40	Verbal recognition at Chamber event; recognition in Chamber publication; recognition at chamber board meeting	\$135

*Chamber bucks may be applied to Chamber sponsorship, marketing or event registration fee, or annual dues. Chamber

ambassador application

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Please fill out the form below and return it to Katie Johnson, Member Services Assistant, at katie@ferndalechamber.com, or fax the form to 248-542-8979. Chamber staff will review your application and contact you when your application has been processed.

NAME	PHONE NUMBER	E-MAIL ADDRESS
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MEMBER ORGANIZATION

ADDRESS	CITY	STATE	ZIP
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PLEASE DESCRIBE WHY YOU'D LIKE TO SERVE AS AN AMBASSADOR:

STATEMENT OF COMMITMENT: I have read, understand and agree to the Chamber's expectations of me as an Ambassador. I will commit 1-3 hours per month to serve as an Ambassador, and I will take an active role in completing all my responsibilities as an Ambassador.

SIGNATURE: _____ DATE: _____