



## **AMBASSADOR PROGRAM**

*(Revised 07/09)*

The Round Rock Chamber's Ambassadors are the goodwill "arm" of the Chamber and thus are charged with extending the hand of friendship to new and old investor's alike. The Ambassadors perform a wide variety of duties in the Chamber, but their main function is to help promote the Chamber, welcome new investors to the Chamber and make Chamber events successful and enjoyable for our investors. The Chamber relies on the Ambassadors to aid in relaying information to and from investors, identifying investor concerns and garnering support for the Chamber.

### **GOALS OF THE PROGRAM**

1. Welcome new investors to the Chamber via goodwill calls and ribbon cutting events
2. Assist new investors in maximizing the value of their Chamber investment
3. Serve as a communication liaison between the Chamber and its newest investors
4. Identify and recruit new investors for the Chamber

### **LEADERSHIP STRUCTURE, ROLES AND RESPONSIBILITIES**

*Sales & Marketing Director*

*Rachel Birkhead*

Staff director who leads and directs all activities of the Ambassador Program.

*Chair*

Selected by the Chamber CEO, Sales & Marketing Director and outgoing Ambassador Chair. Serves a one-year term and reports to the Chamber Sales & Marketing Director. Responsible to oversee the Ambassador Program, recruiting new Ambassadors, scheduling monthly Ambassador meetings and oversee sign in sheets and points. The Chair is also responsible for assisting with the Ambassador Buddy system for new investors and new Ambassadors.

*Chair Elect*

Appointed by the Chair with recommendations from the Chamber Sales & Marketing Director. Serves a one-year term and reports to the Chair. Charged with running ribbon cuttings in absence of Chair, Ambassador guidance, and assisting with record keeping and monthly Ambassador meetings. Responsible for participating in scheduled ribbon-cutting ceremonies and Chamber events.

*All members of this program should be in a position to have some autonomy in the use of his/ her time in the execution of their Ambassador duties.*



ECONOMIC DEVELOPMENT PARTNERSHIP

### **REQUIREMENTS AND EXPECTATIONS**

1. Each candidate for the Ambassador program **MUST** be an employee or owner of a Chamber member business in good standing. Each member of the Chamber may only have one representative serve on the Ambassador Committee, with no exceptions. An Ambassador who changes jobs or whose company drops their membership has 60 days from the occurrence to correct the situation. After 60 days, the Ambassador will be dropped from the program.
2. A member company whose Ambassador representative leaves that company may submit an application for a current employee to fill the spot on the Ambassador Committee.
3. Each candidate will complete and return an application to the Chamber Sales & Marketing Director. Once the completed application is received, the candidate will be reviewed based on involvement in the community, reason for becoming an Ambassador, and time availability to attend Ambassador meetings and events.
4. Each candidate must complete a 30 day trial period and attend the Ambassador Orientation before they are approved as an Ambassador.
5. Upon completion of 30 day trial and attendance of the Ambassador Orientation, the Ambassador will receive an official name badge. One badge per member is allotted and you will sign a form as confirmation of receiving it. If you lose your badge you must pay the replacement cost.
6. Each Ambassador commits to a term of one year – October through September. If an Ambassador joins mid-year, that term will expire in September and be renewed in October for the next calendar year.
7. Attendance of monthly Ambassador meetings is extremely important to the success of the Ambassador's participation in the program.
8. Ambassadors may be asked to assist the Chamber with additional retention efforts.
9. Each Ambassador is expected to attend at least two ribbon cuttings per month. If unable to attend, a co-worker may be appointed by that Ambassador to act in his/her behalf.
10. When communicating with Chamber investors through the Ambassador program, an Ambassador is expected to represent the Chamber first and foremost and their company second. Solicitation of business owners during ribbon cuttings by Ambassadors is **STRICTLY PROHIBITED** and cause for dismissal from the program.
11. Ambassadors will facilitate communication between Chamber investors and staff by relaying information, comments, concerns and suggestions from investors.

### **ADDITIONAL EXPECTATIONS FOR CHAIR AND CHAIR ELECT**

1. The Chair and Chair Elect are expected to attend as many of the Ambassador meetings as possible.
2. The Chair Elect is expected to maintain at least 300 points per month. The Chair is exempt from point requirements, but is expected to attend as many events as possible.
3. The Chair is expected to track meeting attendance. This information should be relayed to the Chamber Sales & Marketing Director. The Chair is expected to maintain open communication with their team regarding missed events, etc.

### **AWARDS AND RECOGNITION**

Each month, the Ambassador with the highest point total will be awarded the Ambassador of the Month. Additionally, an Ambassador of the Year award is given to the Ambassador with the highest total of points at the end of the calendar year. The Ambassador of the Year will be recognized at the Chamber's Annual Banquet and the Ambassador of the month will be recognized at that month's Power Lunch. Both awards will be posted on the Chamber Ambassador web-page. Once a month an ambassador will be featured in our weekly e-Synergy letter, all ambassadors are listed on our Chamber Ambassador web-page with hyperlinks to their email and business website. Ambassadors are also honored at our end of the year/ kick off banquet.

All awards will be based on points earned through participation, as determined by the point total outlined in this document. Points will be tracked through the sign-in sheets at each event. You must notify the Chair via email of any point activity that does not involve a sign in sheet to receive proper credit.

#### **Points will be awarded as follows:**

- 100 points     **Ribbon Cuttings/Grand Openings**  
Ambassadors present at ribbon cuttings and grand openings will be awarded points. This will be tracked through the "Sign in Sheet" at the event. Failure to sign in forfeits the points.
- 75 points     **New Investor Referral**  
Ambassadors must give Rachel the potential new investor's information and you will be awarded points if the business joins the Chamber.
- 75 points     **Recruit New Ambassadors**  
Current Ambassadors who solicit New Ambassador will be awarded points once the new member completes their 30 day trial.
- 25 points     **New Investor Partner Program**  
An Ambassador must have the New Investor sign in for Chamber events, including the following: Chamber 101, Power Lunch, Business Women's lunch, Business After Hours and/or join the Ambassador group. Ambassadors receive 25 points per event the new investor attends within their first 30 days as a new investor. Potential of earning 125 points.
- 50 points     **Ambassador Monthly Luncheons**  
Ambassadors who attend the monthly Ambassador Luncheons will be awarded points. Informal lunches to discuss upcoming events & special programs.
- 25 points     **Power Lunch Attendance**  
Ambassadors who attend the monthly power luncheons will be awarded points.
- 25 points     **Business After Hours Attendance**  
Held monthly at various businesses (member locations) in Round Rock.

**'Special' or Other Chamber Events - Points given depending upon need**



## AMBASSADOR APPLICATION

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Supervisor's Name: \_\_\_\_\_

Community Involvement: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please list three (3) reasons for wanting to serve as an Ambassador:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Please fax or email back to Rachel Birkhead at 512-255-3345,  
rbirkhead@roundrockchamber.org



## NEW MEMBER REFERRAL

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

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business being referred: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Have you discussed the chamber with this business? Y or N

Fax/email form to Rachel Birkhead at (512) 255-3325/[rbirkhead@roundrockchamber.org](mailto:rbirkhead@roundrockchamber.org)

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