

# SPRINGFIELD REGIONAL CHAMBER AMBASSADOR HANDBOOK

Updated April 2022



## Welcome, Potential Ambassador!

We would love to welcome you as an Ambassador of The Springfield Regional Chamber (SRC)! Our Ambassadors serve as an integral part of our new member and membership retention programs by improving communications, involvement, and support with Chamber members.

Being an Ambassador offers a unique opportunity to act as an influencer within the greater Springfield community and work to expand your reach within the business sector, all while helping SRC increase its membership and impact.

As an Ambassador, your enthusiasm and desire to make a positive impact will be the keys to your success. We hope this handbook will enable you to better understand the volunteer initiatives required of an Ambassador and outline the significance of the role you will play.

## Benefits:

- Ambassador profile on the SRC website
- Social media spotlight
- Newsletter spotlight
- Meaningful networking opportunities
- **Exclusive positioning as part of the Welcome Committee at events**
- Access to regional leaders
- **Learning opportunities that will build your resume, promote your business/organization, and advance the chamber's reach**

## Eligibility Requirements:

To be an active member of the Ambassador program, you must adhere to the following as part of their 12-month commitment:

- Complete an application for the Ambassador program.
- Attend **monthly Ambassador meetings** (in-person and/or virtual meetings depending on the month)
- Maintain ongoing communications with contacts that SRC will designate to you. The contacts will be a combination of new members and/or prospects.
- Visit one business and take a photo and/or conduct an interview with a business monthly.
- Call and/or email members to invite them to upcoming meetings and programs.
- Participate in the Chamber's social media engagement.
- Serve as part of the Welcome Committee at monthly SRC events.

*If an Ambassador is not employed at an SRC member company in good standing upon joining the program, the Ambassador has a 60-day period to onboard their company*

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*and solidify their company's Chamber membership. Any Ambassador that voluntarily resigns from the Ambassadors program may re-apply for activation following the same procedures as a new Ambassador.*

### Monthly Meetings:

Ambassador meetings are held on a mutually agreed upon date and time each month that are either in-person at Chamber offices or held virtually via Zoom. Monthly meetings are held to update Ambassadors on upcoming involvement opportunities, identify each Ambassador's 2-3 prospects/new members to cultivate that month, discuss outreach strategies to those members/prospects, and assign tasks. These meetings also monitor the progress of Ambassadors as well as celebrate successes from the past month.

### Event Support:

In addition to building relationships with new members and prospective members, ambassadors serve as greeters and support staff at SRC's signature events. Event support assignments are discussed at each monthly meeting for the following month's event(s). Greeters are responsible for assisting at the registration table and welcoming guests to the event, and other duties as needed. As an added benefit, ambassadors assisting with the event or escorting a new member will be granted entrance at no charge.

### Recognition:

- SRC understands the importance Ambassadors play in its mission and continued success and that deserves recognition!
- Ambassadors assisting with an event receive complimentary access to that event.
- Ambassadors in good standing not assisting with an event receive a discount to that event.
- Ambassadors receive a personalized nametag indicating they are an Ambassador.
- Ambassadors are featured on SRC's site to easily share with co-workers and connections.
- Ambassadors are highlighted in our social media channels linking back to the profile page on our Web site.
- Ambassadors are spotlighted in our monthly Member Communication with wide distribution and a higher-than-industry-average open rate .
- Upon designation, Ambassadors are announced in a press release shared with all local media outlets.

**We would love to have you at our table of leadership and stewardship in the Springfield region. Come be part of something bigger.**