

Carmichael Chamber of Commerce Ambassador Program

Purpose Statement

The Carmichael Chamber Ambassadors Committee serves as a connection between the Chamber leadership and Chamber members through personal contact, providing encouragement, information and direction so our members and the community thrive.

Goals

- Recruit new members
- Retain existing members
- Foster goodwill and communication among all members

Expectations for Ambassadors

- Attend at least one Chamber event a month (luncheon, mixer, new member orientation)
- Attend at least two ribbon cuttings per quarter
- Attend at least three Chamber fund-raisers per year
- Complete two personal visits per month to prospective members
- Complete two calls per month to existing members
- Attend Ambassador meetings (monthly at start, followed by quarterly)

Tasks

- Greet new and prospective members at any Chamber event, encourage their involvement, motivate participation on committee
- Act as table host at luncheon meetings; introduce new or prospective members to existing members
- Call new members slated to receive plaques at luncheon to confirm attendance
- Attend Chamber-sponsored fund-raisers and special events
- Help arrange and conduct ribbon cutting ceremonies for new members
- Make field visits or telephone calls to existing members to receive feedback on Chamber membership; forward feedback to Board
- Visit prospective members to promote and encourage membership in Chamber; forward leads to Board
- Follow up with new members within two months to ensure Chamber is meeting needs; forward feedback to Board

Why Be an Ambassador?

- Tell others about business benefits of Chamber
- Tell others about your own business
- Ambassador recognition – quarterly award and publicity in e-newsletter