



AMBASSADOR POLICIES

Purpose:

To support the engagement and expansion of Gilmer Chamber membership and to serve as official representatives to both existing and new businesses in the community, thereby reinforcing our position as the Champion for Business.

Benefits of being an Ambassador:

- Exclusive Exposure & Networking Opportunities
- Official Ambassador Name Badge
- Opportunity to introduce themselves and their business at every luncheon/breakfast.
- Opportunity to make connections with staff and board of directors.
- Opportunity to build relationships and networks with the business community that are deep, profitable, and meaningful.
- Opportunity to be featured on Gilmer Chamber's social media platforms and e-newsletter.

Ambassador Roles:

All ambassadors are expected to fulfill the following responsibilities:

- Assist in the recruitment of new members.
- Foster member engagement.
- Educate new, current, and potential members about the benefits & services of membership.
- Attend and volunteer at Gilmer Chamber events, ribbon cuttings, etc.
- Participate in membership efforts including renewal deliveries, member check-ins, etc.
- Wear Gilmer Chamber nametag to all events & visits while representing the chamber.
- Promote the Chamber to others—on social media, in conversation, or by recommending us to your network.

Communication:

Ambassadors will be contacted on a regular basis to stay aware of volunteer opportunities, chamber events, ribbon cuttings, meetings, etc. Additionally, ambassadors will receive calendar invites to events, text reminders, and e-newsletters. Responsiveness is key to your role as an Ambassador.



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Ambassador Check-Ins & Attendance:

Ambassadors gather for a monthly check-in on the second Tuesday of each month at 9:00am. These sessions give us a chance to catch up, stay connected, and make sure everyone is up to date. Meetings typically take place at CORE. We ask that you try to miss no more than two meetings during the year to help keep the group engaged and informed. Ambassadors are encouraged to attend a minimum of one Chamber event per month, based on the Chamber's event schedule. Exceptions may be made for special circumstances, scheduling conflicts, or months when no qualifying events are held. Consistent lack of participation or failure to meet the expected level of engagement may result in dismissal from the Ambassador Program, at the discretion of the Chamber.

Rewards:

It is the responsibility of the Ambassador to report their points through the points form. Points are received by completing Ambassador responsibilities. The Ambassador with the most points at the end of each quarter will be named Ambassador of the Quarter and will be posted on our social media, highlighted in the e-newsletter, and may receive other rewards. The four Ambassadors that receive Ambassador of the Quarter will be nominated as candidates for the Ambassador of the Year award that is presented at the Gilmer Chamber Annual Meeting. Other rewards for different achievements may be awarded by the chamber staff throughout the year.

Point System:

- Attend chamber events/ribbon cuttings: 25 points each
- New member connection/introduction: 10 points > +25 bonus if join!
- Conduct a Chamber Check-In (call, visit, email): 25 points
- Volunteer for event/event setup or breakdown: 25 points



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Ambassador Selection Process:

Anyone whose business/organization is a current chamber member in good standing is eligible to apply to be a member of the Ambassador team. Only one application will be accepted from each business, unless special circumstances arise—at which point the Chamber staff will review the matter. Individual members may apply for the Ambassador Program as well.

Participation in last year's Ambassador program does not guarantee a spot for the upcoming year. Applications are reviewed annually, and prior performance is evaluated. The selection process is competitive, as there are typically more applicants than slots available. Anyone not selected should consider applying for another chamber program.