



Johnston Chamber of Commerce Ambassadors Operating Procedures

Purpose:

The purpose of the ambassadors is to assist with activities of the chamber—such as ribbon cuttings, breakfast before business, business after hours, membership luncheons and to retain membership and facilitate new members through the following activities:

1. Attend and actively participate in the following:
 - a. Chamber Membership Luncheons: lunches are held on the 4th Thursday of the month. Ambassadors are asked to act as greeters. Ambassadors are also asked to host new members and introduce them to other members. There will be a place card at each table for an Ambassador to be seated. The Ambassador needs to help make introductions and help introduce new people to the entire group.
 - b. Johnston Chamber Member Ribbon Cuttings: There are usually several ribbon cuttings per month, which ambassadors are asked to attend. This is the main priority of the ambassadors.
 - c. Membership Blitz: meet twice a year to contact businesses in the community that are not chamber members. Ambassadors will pair up and visit these businesses with information about the chamber.
 - d. Business After Hours: Ambassadors are asked to attend to act as greeters. They are asked to introduce new members.
 - e. Breakfast Before Business: These are our early morning events held at 7:30-8:30am.
 - h. Other Chamber events: Golf Outing, Green Days, Educator Appreciation are annual events in need of ambassador's help for miscellaneous jobs.
 - i. The Ambassadors will meet every month. Every other month we will meet for lunch at 11:30am at different Chamber restaurants. The other month we will meet after hours at 5:00pm. A calendar will be given to each Ambassador.
2. Make personal calls to new and existing members to inform them about current chamber activities, answer questions regarding the Chamber, and encourage Chamber involvement and attendance at functions. Also invite the Chamber member or prospect to a Chamber luncheon.
3. Be aware of new or non-member businesses and supply the information to the Chamber office.

Requirements

- Points
As an Ambassador you are expected to earn a minimum of 25 points throughout the year. To qualify for Ambassador of the Year you must have a minimum of 50 points. The Chamber realizes your Ambassador commitment comes second to your career; however it is also a privilege to be an Ambassador, so fulfilling Ambassador duties is needed in order to grow and serve the Johnston Chamber.
- Volunteering
Ambassadors are asked to sign up to assist the Chamber staff at Chamber events/activities. If an ambassador volunteers and can not fulfill their commitment, they are required to find a replacement and notify the Chamber office.
- Name Tags
The Ambassadors are expected to wear their name tag at Chamber events.

Benefits

It is an honor to be a member of the Johnston Chamber of Commerce Ambassador's team. Through Ambassadors activities, each Ambassador is given numerous business and social networking opportunities. In addition, Ambassadors are given the opportunity to be recognized for future leadership positions within the Chamber and community.

- Ambassador of the Year
At the Annual Chamber dinner one Ambassador will be named Ambassador of the Year. The Ambassador with the most points obtained throughout the year will receive the award. An Ambassador can only win Ambassador of the Year every 5 years.(see next page for the point sheet)
- Ambassador of the Month
The Ambassador who has accomplished something great within the Chamber, Community and or their company within that month will be chosen for Ambassador of the Month. The Ambassador will have their picture in the Chamber weekly email with an article about them. It will also be put on the Chamber Facebook and Twitter pages. The Ambassador of the Month will be chosen by the Co-Chairs of the Committee.

Prize and recognition will be awarded at Chamber Annual Dinner to Ambassador of the Year. Prize will be one night Hotel stay and a \$100 gift certificate to a local Chamber restaurant.

The Ambassadors will meet on the Third Thursday of every month. Every other month we will meet for lunch at 11:30am at different Chamber restaurants. The other month we will meet after hours at 5:00pm. An Ambassador will be assigned to each

new Chamber Member to act as a Chamber buddy. The assigned Ambassador will contact new members and invite them to go with or to meet them at the next Chamber event or two that the Ambassador is attending and will introduce to other members at the event(s). Ambassadors will be assigned from Heather's list of new members.

We will schedule social events throughout the year as fun outings for the Ambassadors

Ambassador Point Sheet

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| 7 points | Attendance at Ribbon Cuttings and Committee Meetings
Each Ambassador in attendance must sign up at the registration table for the points to be recorded. The Chair of the Ambassadors tallies the monthly totals. Attending Ribbon Cuttings is the main priority for the Ambassadors. |
| 5 points | Recruiting a new Chamber member
New members are very important to the Chamber. An important part of an Ambassadors job is assisting the member Outreach Committee in recruiting members. In order to receive the points the new member will need to list the Ambassadors name on the membership application question: "How did you hear about the Chamber?" |
| 4 points | Attendance at Luncheons
Each Ambassador in attendance must sign up at the registration table for the points to be recorded. The Chair of the Ambassadors will tally the monthly totals. (2 additional points for being a table ambassador at the luncheon) |
| 3 points | Volunteering through the Ambassadors for the Membership Blitz; at the registration table for the luncheons, Breakfast Before Business, Business After Hours and being a greeter at other Chamber events. |
| 2 points | Attending a Breakfast Before Business event. |
| 2 points | Attending an Ambassador Social event. |
| 2 points | Attending the Monthly Ambassador luncheon. |
| 2 points | Attending a Business After Hours event. |
| 2 points | Other Events- i.e new member orientation, Green Days set up, etc. |

2 points

Serve on an event planning committee (2 points per committee)
(5 additional points for chairing a Chamber event committee)

1 Point

Discretionary
Chamber Staff and Co-Chairs can provide up to one
point per instance if the Co-Chairs and/or Chamber staff witnesses
an Ambassador going above and beyond.



Ambassador Application & Commitment Form

Name of Business/Organization: _____

Name of Ambassador: _____

Position: _____

Address: _____

City, State and Zip Code: _____

Phone Number: _____

Email: _____

Cell: _____

Description of Business: _____

When I am assigned new members, I prefer these two categories if possible:

- 1.
- 2.

I _____ agree to abide by the guidelines set forth in the operating procedures. I understand it is a privilege to be an Ambassador and I will do my best to be an active Ambassador, willing to accumulate a minimum of 25 points per year in order to continue to be an Ambassador. I understand if I fail to meet the 25-point minimum requirement, I will be automatically dropped from the Ambassador team at the end of December. I further understand I will be assigned up to three new members in a calendar year and it will be my sole responsibility to meet with them and invite them to Chamber events.

Signature: _____ Date: _____

Please return the form to the Johnston Chamber of Commerce
Mail: P.O. Box 213, Johnston, IA 50131 Email: heather@johnstonchamber.com