

Ambassadors Club Manual



Tacoma-Pierce County Chamber of Commerce

Mission

Making the South Sound the Most Equitable, Inclusive, and Thriving Place to do Business in Washington State.

Values

The strategic imperatives of the Tacoma-Pierce County Chamber are to build internal and external relationships that enhance the value of business, be the influential business voice in political and regulatory decision making, and develop business-informed, influential leaders. In addition our key values include:

- **Anti-Racism**
We work to end systemic racism.
- **Collaboration**
We collaborate across the business community and all sectors of our economy.
- **Support and Advocacy**
We act in service of our members and community.
- **Catalytic Leadership**
We step up and spur action to benefit the South Sound.
- **Results**
We hold ourselves accountable to move the needle.

Ambassadors Club

The Ambassadors Club was founded in 1979 to assist the Chamber with membership retention and provide a liaison between the Chamber and its members, including events and programming. This dedicated group of volunteers are a valuable addition the Chamber by consistently connecting and interacting with businesses in the South Sound. In addition, Ambassadors serve as a resource and guide for new and prospective members by providing them with important information about the Chamber and showing them the various ways in which the Chamber can assist their business.



AMBASSADOR DUTIES

It is a prestigious honor to serve as an Ambassador of Tacoma-Pierce County Chamber. Ambassadors provide an extension of connection and service that increases membership retention and provides a public relations liaison between the Chamber and its members.

KEY DUTIES

- **GROW THE CHAMBER**

Active recruiting and connecting via social media, remote and in-person activities, and tools.

- **MENTOR**

Active in the retention of new and existing members.

- **ATTENDANCE**

Support, promote, and attend Chamber events and activities.

- **VOLUNTEER**

Serve as a source of information on Chamber programs, services & events.

BENEFITS

- Enjoy a high capacity of networking opportunities.
- Gain additional online and social media promotions through “Ambassadors of the Month” recognition.
- Receive enhanced visibility for your business.
- Build relationships through the Mentorship Program.
- Earn Ambassador Award recognition.
- Receive a complimentary, special, Chamber Ambassador name badge.

REQUIREMENTS TO BE AN AMBASSADOR:

- Be an active chamber member and in good standing.
- Attend all types of chamber events either in person or virtually throughout the year.
- Acquire a minimum of 50 points per month.
- Mentor new Chamber members by mentoring at least one new member every three (3) months.
- Attend every monthly ambassador meeting unless excused. Three (3) unexcused meetings in a calendar year will terminate you from the Ambassadors Club.
- Use the Ambassador Google Classroom.



RECOGNITION OF AMBASSADORSHIP

QUICK TIP OR PRESENTATION

At each meeting, an Ambassador will present a quick tip for 5 minutes or on a topic for 15 minutes.

AMBASSADOR RECOGNITION

Recognition is presented to Ambassadors through point accumulation, drawings, or by being nominated by their fellow Ambassadors:

AMBASSADORS OF THE MONTH

Three Ambassadors who have accumulated the highest number of points that month receive recognition in the Chamber online event page, enews mention and through social media channels.

PACESETTER

An ambassador who has demonstrated leadership qualities, consistency, and set an exemplary pattern as a model Ambassador, and has participated for more than 12 months. This award is voted on each December.

ROOKIE OF THE YEAR

An ambassador who is enthusiastic, spirited and exemplifies Ambassador participation and willingness to go that extra mile who has participated for less than 12 months. This award is voted on each December.

AMBASSADOR OF THE YEAR

Ambassador who has accumulated the highest number of points during the year.

NETWORKING OPPORTUNITIES

Ambassadors are the first people guests meet when they arrive to events or join the Chamber, and Ambassadors receive discounts when working at signature events.

MENTOR PROGRAM

Earn points towards "Ambassadors of the Month" and serve as guide for new members throughout their membership.



AMBASSADOR POINT SYSTEM (Tracked on a Monthly Basis)

Ambassadors will track their points each month using the Google Classroom and turn in their tally sheets electronically by the last day of each month, or turn in a hard copy at the meeting. Winners will be announced at the monthly Ambassador meeting. Points are tracked in the following categories and assigned the following points:

Attendance at Events and Programming

Business Milestone/Ribbon Cutting.....	25 Points
Member Orientation	20 Points
Business Series webinar/podcast	5 Points
After Hours Networking.....	15 Points
Business Round Table, Wake-Up, Chamber Connections	10 Points
Special Programming (ie: Progress Process).....	20 Points
Featured events	20 Points
Attend the monthly Ambassador meeting (Required).....	10 Points

Volunteering

Volunteer to work an event (MAF Included).....	30 Points
Completion of 30 day mentor duties for an assigned new member	20 Points /per mentee
Completion of 60 day mentor duties for an assigned new member	30 Points /per mentee
Completion of 90 day mentor duties for an assigned new member	50 points /per mentee

Growing the Chamber

Recruit a new member to join	100 Points
Bring a prospect to a Chamber event.....	20 Points
Refer a new member to the membership team	30 Points
Share a Chamber Social Post.....	25 Points per share
Comment on a Chamber Social Post.....	15 Points per Comment

Extra Credit

Present a topic at Ambassador Meeting	20 Points
Complete the Monthly Point Tracking Sheet	10 Points
Post a Member Deal or News Release	25 Points
Recruit a New Ambassador.....	25 Points
Attend a membership meeting with Chamber.....	50 Points
Volunteer at a Chamber community event.....	50 Points

A minimum of 50 POINTS is required each month - in addition to mentoring at least one new member every three months - in order to remain in the Ambassador Club.





AMBASSADOR MENTOR PROGRAM

The Mentor Program is designed to give one-on-one support and guidance to members of the Chamber. With the goal of retention, Ambassadors will be accountable for taking these new members under their wing and emerging them in the Chamber's culture and community of other businesses and business owners. Participation in the mentorship program is required with a minimum of one mentee every two months, and will be added to point totals each month. Updates on mentees will be given at the monthly meeting.

Ambassadors will be assigned members each month, regardless of attendance at monthly meetings, and will utilize the "30, 60, 90" day system as a guide in how to interact with their mentees. The goal of the mentor program is for the relationship between the mentee and mentor to continue beyond the 90 days. Ambassadors are encouraged to use these relationships to help retain members and be a catalyst to attract new members.

- **IMMEDIATELY:** Send a welcome letter as soon as you get your mentee.
- **30 DAYS:** Ambassadors will have 30 days to do an initial contact meeting with their mentee. The meeting can be face-to-face, virtual, over the phone, or via email. The goal is to reach out as soon as possible to (a) personally introduce yourself as their mentor and guide throughout membership (b) get to know a little more about them and (c) invite them to join you at an upcoming event.
- **60 DAYS:** Within 60 days of contact, event invitation and attendance, Ambassadors will follow-up with their mentee in order to obtain feedback about the event, ensure member understands their benefits, and answer any questions or concerns they may have. Ambassadors are encouraged to contact the Chamber with any questions for which they are unsure how to answer.
- **90 DAYS:** By the 180-day (approximately 6 month) mark, Ambassadors are encouraged to participate in at least one outside event/meeting with each of their mentees. This could be a breakfast, lunch or dinner meeting— in a group or individually; it could be going for coffee or playing a round of golf. Ambassadors are advised to use their discretion as cost will be paid by them and the mentees. We encourage Ambassadors to step outside the box in order to ensure the member feels welcomed. Virtual contact is welcomed.

*** Examples of mentee letters can be found in the Ambassador Google Classroom.
Ambassadors will track mentees in the Ambassador Google Classroom.

BENEFITS OF MENTORSHIP

- Earn points towards "Ambassadors of the Month" recognition
- Extended networking opportunities with potential of recruiting new businesses
- More intimate business connection with Chamber members in your community
- Recognition at End-of-the-Year Ambassadors Club meeting



OFFICER DUTIES & RESPONSIBILITIES

CHAIR (Elected, serves 1 calendar year)

- Chairs and resides over each monthly Ambassadors Club meeting
- Presents at Chamber Orientations
- Attends Ambassadors Club Officers Meetings
- Attends and participates in Chamber activities
- Reporting of monthly point tracking, winners and highlights

VICE-CHAIR (Elected, serves 1 calendar year)

- In absence of the Ambassador Chair, chairs the monthly Ambassadors Club Meeting
- In absence of Ambassador Chair, presents at Chamber Orientations
- Responsible for training new Ambassadors within 3 months of arrival
- Leads the Mentorship update and assignments at each meeting
- Attends Ambassadors Club Meetings and Officers Meetings
- Attends and participates in Chamber activities

MEMBERSHIP CHAIR (Elected, serves 1 calendar year)

- Attends Ambassadors Club and Officer Meetings
- Meets with prospective Ambassadors to discuss responsibilities, reports out each meeting
- Help Vice Chair onboard and train new ambassadors
- Maintain Ambassadors Club roster
- Attends and participates in Chamber activities
- Use Member Onboard Sheet in Google Classroom for tracking and reporting

EVENTS CHAIR (Elected, serves 1 calendar year)

- Attends Ambassadors Club and Officers Meetings
- Plans Ambassadors Club activities
- Conducts chamber event sign-ups at each monthly meeting
- Attends and participates in Chamber activities

TACOMA-PIERCE COUNTY CHAMBER STAFF LIAISON

- Attends Ambassadors Club Meetings and records meeting minutes
- Attends Ambassadors Club Officers Meetings and records meeting minutes
- Sends out meeting agendas and sends save the date calendar requests
- Records Ambassador Points
- Updates documents for the Ambassador club, as needed
- Sends out mentorship assignments once designated at the monthly meeting
- Administrator of Google Classroom for tracking documents



AMBASSADOR CLUB CODE OF CONDUCT

Ambassadors are an official volunteer representative of the Chamber. Ambassadors are the hosts at Chamber events and activities. They welcome and introduce new members guests and existing Chamber members, answer questions about membership and participation and assist with registration and other activities as requested and will adhere to the following Code of Conduct at all times.

Should the Code of Conduct be broken, you will be asked to leave the Club.

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1. Consistently and positively promote the Tacoma-Pierce County Chamber.
 2. Maintain a courteous and professional demeanor at all programs and events. This includes drinking responsibly.
 3. Maintain a positive and helpful attitude. This is key to growing and maintaining a cohesive Chamber.
 4. Show respect for others and commit to the Chamber. This includes prompt attendance at Ambassador meetings and any event which you have volunteered to work, and being responsible to find a replacement when you are unable to meet a commitment.
 5. Display an appropriate image of the Chamber by wearing your Ambassador name badge and professional business attire (or event-specific attire) at all Chamber events and activities.
 6. Display the highest standards in communication and responsiveness by promptly returning calls and email to members, fellow Ambassadors, and Chamber staff.
 7. Speak only for yourself when asked your opinion while serving as an Ambassador
 8. Maintain neutrality regarding political candidates when working as an Ambassador.
 9. Support and adhere to decision made by the Ambassador Club or the Chamber, regardless of individual feelings.
 10. No substitutions. Cannot use a coworker's attendance or participation in Chamber activities for your own gain.
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AMBASSADOR APPLICATION

Name of Business: _____

Contact Name: _____

Work Phone: _____

Cell Phone: _____

Email: _____

Were you referred by an ambassador? _____NO _____YES

If yes, by whom? _____

AS AN AMBASSADOR I AGREE TO DO THE FOLLOWING: *(Please initial each)*

_____ Grow & positively promote the Chamber

_____ Mentor a minimum of one new member every two months

_____ Attend Chamber events and programming

_____ Acquire a minimum of 50 points per month

_____ Proudly announce my ambassadorship and display my ambassador badge

_____ Actively use the Ambassador Google Classroom for documents, point tracking, and mentee information

_____ Attend monthly Ambassador meetings

Signature: _____ Date: _____

Return to:

Ambassadors Club Staff Liaison

Emily Cook

Director of Membership and Development

Tacoma-Pierce County Chamber

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CHAMBER AMBASSADOR DIRECTORY

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