

Ambassadors Mission and Guidelines

Ambassador Program Mission

The Little Rock Regional Chamber Ambassadors (The Ambassadors) is a volunteer group that serves the Chamber in the areas of public relations, member retention, new member recruitment and event hosting. Ambassadors serve as liaisons to both existing and new Chamber members and spread enthusiasm and goodwill about the Chamber's mission, member benefits, services, programs and activities. The program is also designed to allow each individual Ambassador to develop business relationships through networking with other Ambassadors, Chamber members and the business community.

Qualifications

- A. Must maintain employment with a business that is a Chamber member in good standing.
 - a. If an Ambassador is no longer employed by a member business, they will have 90 days to re-establish themselves with a member in good standing before participation in the Ambassador program is revoked.
 - b. A Chamber member is considered in good standing if they do not have any outstanding invoices 60 days or older.
- B. Only one representative per Chamber member location may serve as an Ambassador, unless approved by the Ambassador Coordinator and the Leadership Team.
- C. Be an active Chamber member who enjoys the benefits of the Chamber and has a desire to serve by sharing these benefits with others.
- D. Willingness to serve as a conduit between the Chamber and its existing and new members.
- E. Maintain professional service standards at all times; please remember you are a representative of your business and the Little Rock Regional Chamber.
- F. Commitment to build lasting relationships within the Chamber membership, particularly with new members, in order to build a loyal, committed membership base that will continue to support, participate in and invest in the Chamber.

Application

- A. A completed application form must be returned to the Chamber's Ambassador Coordinator
- B. The Ambassador Coordinator and the Ambassador Leadership Team will meet to review submitted applications and interview applicants
- C. The Ambassador Coordinator and the Ambassador Leadership Team reserve the right to accept or deny any applicant.
- D. Notification of acceptance or denial will be made in writing to the applicant.
- E. There will be a limit of 50 Ambassadors. A waiting list will be kept.

Purpose and Responsibilities

- A. Ambassadors will host ribbon cuttings for new Chamber members. The Chamber staff makes every effort to schedule ribbon cuttings for 11:00 a.m. or 2:00 p.m. on Tuesdays and Thursdays.
- B. Ambassadors will be official Chamber representatives at Chamber member events such as Grand Openings and Ground Breakings when the Chamber is asked to participate.
- C. Ambassadors will be asked to help host select Chamber events such as Business After Hours (which includes Bowling for Business, Serve the Rock, Pickin' at the Port, etc).
- D. Ambassadors will be asked to help greet and direct guests to their seats at Annual Meeting in December.
- E. Ambassadors will help recruit new members to the Chamber
- F. Ambassadors will help recruit new Ambassadors to the program
- G. Ambassadors are expected to serve as an extension of the Chamber's communications efforts
- H. Ambassadors are expected to help perform outreach to Chamber members including visits to new and existing members.
- I. Ambassadors are expected to wear logoed swag that has been provided to the group so they are easily identified at events. Swag may include shirts, nametags, lanyards, hats, jackets, etc.
- J. The Chamber reserves the right to remove any Ambassador who does not uphold professional standards.

Leadership Team

- A. The Ambassador Leadership Team will be composed of:
 - a. Chair
 - b. Vice Chair/Chair Elect
 - c. Membership Outreach Coordinator
 - d. Event Coordinator
 - e. Membership Recruitment Coordinator
- B. Each Team member will serve one calendar year
- C. Team members will be elected by a vote of Ambassadors
 - a. Elections shall be held in the fourth quarter of each calendar year
 - b. Only Ambassadors in good standing may be nominated
- D. The Leadership Team will work in cooperation with the Chamber's Ambassador Coordinator on all activities and guidelines.

Points

The Ambassadors are expected to attend 50% of all Chamber Ribbon Cuttings and Events.

- A. The Leadership Team and the Ambassador Coordinator shall set the minimum point requirement for each calendar year based upon planned Chamber events.
- B. Ambassadors must meet the minimum point requirement to remain in good standing.
- C. Ambassadors who do not meet the minimum point requirement will not have their program membership renewed the following year.

- D. The Ambassador Coordinator will keep records of all attendance and points. It is each Ambassador's individual responsibility to ensure their points are recorded accurately.
- E. The following points will be awarded:

| Event | Points |
|---|---------------|
| Attending an Ambassadors meeting | 10 |
| Ribbon Cutting | 10 |
| Work a Chamber Event (points awarded per shift) | 20 |
| Member Outreach Visit | 15 |
| Member Outreach Call/Email/Text (must CC Ambassador Coordinator) | 5 |
| Recruit a new Chamber member (points awarded when member pays dues) | 30 |
| Recruit a member to apply to be an Ambassador | 15 |

* Other opportunities for points may be announced throughout the year by the Leadership Team or the Ambassador Coordinator to the entire Ambassador program in advance of said opportunity.

Special Recognition

Ambassador of the Month

- A. Will be awarded to the Ambassador who earns the most points during the month.
- B. Will receive special recognition in the Chamber's communications which may include social media, newsletters, electronic signage, etc.
- C. May receive additional swag or a gift card from Chamber staff, value not to exceed \$25

Ambassador of the Year

- A. Will be awarded based upon the Ambassador's leadership, total points and overall contribution to the mission of the Chamber and the Ambassadors program.
- B. Will be recognized in the Chamber's Annual Report
- C. Will fill an ex-officio position on the Little Rock Regional Chamber's Board of Directors
- D. Will receive special recognition in the Chamber's communications which may include social media, newsletters, electronic signage, etc.
- E. May receive additional swag or a gift card from Chamber staff, value not to exceed \$50

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