

## Ambassador Program Guidelines

### Purpose:

Being an Ambassador for the Little Elm Chamber is an important role. For new members especially, you will be one of the first people they meet! As a representative of the Little Elm Chamber, ensuring that new and current members have a great experience is the primary role of an Ambassador.



### What does an Ambassador Do?

Ambassadors are volunteers who help promote the Little Elm Chamber business community and support chamber functions. Projecting a positive image, assisting with volunteer roles at events, and reaching out to welcome new members and maintaining relationships with existing members are among the primary activities of an Ambassador. Examples of Ambassador tasks include: calling or visiting with a new member over coffee, inviting members to events, assisting with the event registration table or greeting attendees, and holding the ribbon at ribbon cuttings.

### Why become an Ambassador?

Being an Ambassador is one of the easiest and most enjoyable ways to increase visibility for you and your business. The most important role is to adopt new members and help onboard them to the Little Elm Chamber and its benefits. This is also a solid way to build business relationships with members. And, because the role includes volunteering at events, you'll often be seen in the published photos, have the distinguished role of introducing members to each other, and celebrate with new and expanding businesses at their ribbon cuttings. If you plan on attending events anyway, or have been wanting to build your business contacts, being an Ambassador just makes sense. In addition, if you desire to eventually serve on the Board of Directors, being an Ambassador will be a requirement to apply.

### Mandatory Requirements of an Ambassador:

- Must be an active, participating Chamber member for a minimum of 6 months
- Complete and return the Ambassador application
- Watch the Ambassador on boarding video
- Attend 1 Quarterly Orientation for New Members
- Attend Ribbon Cuttings
- Volunteer at chamber events and community outreach booths
- Meet or exceed the minimum requirement of annual activities (see Ambassador Points)
- Obtain at least one donated gift that can be utilized at a Chamber event, excluding luncheons

## Ambassador Points

Ambassadors can earn recognition and rewards through their involvement. The following point system will be used:



### Activity

### Points

#### EVENT ATTENDANCE

- Attend a Ribbon Cutting or Groundbreaking 5 points \*
- Attend Quarterly New Member Orientation (1 per year) 3 points \*
- Attend a Chamber Luncheon 2 points
- Attend a Chamber After Hours Event 2 points
- Watch Ambassador On Boarding Video 1 point \*
- Attend special or other event not noted above 1 point
- Participate in bi-annual Adopt –a- Street Program. 5 points (up to 10 points)
- View weekly webinars and notify staff upon completion 1 point (up to 52 points)

#### AMBASSADOR ROLES

- Volunteer at an event (instead of attendance points) 5 points\*
- Serve as a Committee Chair (Ambassador/Ladies Lunch) 10 points
- Participate in stuffing of new resident/event swag bags 4 points
- Obtain a donated item for an event \$75+ value 3 points\*
- Obtain a donated item for an event \$50+ value 2 points\*
- Obtain a donated item for an event \$25+ value 1 point \*

#### CHAMBER GROWTH

- Bring a new business to the chamber luncheon/event 4 points
- Recruit a new member 10 points (each membership)
- Retain a membership through a membership renewal 5 points (each membership)
- Assist by making Member Renewal Calls (90 days prior) 5 points

#### EXTRA CREDIT

- Ambassador/company sponsor an event 10 points
- Recruit a new Ambassador 8 points
- Collect an item for new member welcome bags (Qty: 100) 5 points
- Recruit a Title Sponsor to any event 10 points

**Total Points:**

**100 points minimum annually**

**\*\*Requirements of the program**



**Little Elm Chamber of Commerce**  
100 W. Eldorado Parkway, Little Elm, Texas, 75068  
972-955-8014

[Littleelmchamber.com](http://Littleelmchamber.com)

## Ambassador Awards

Ambassadors can earn the following recognition and rewards through their involvement. Below is how awards and rewards will be determined:



### Awards

**Quarterly Ambassador Award** – The top 3 highest point-scoring Ambassadors will be in the running for the quarterly Ambassador award and a newsletter spotlight. Ambassadors can win this award once per year.

**Ambassador of the Year Award** – The top 3 highest point-scoring Ambassadors as of December 31<sup>st</sup> will be in the nomination pool for the Ambassador of the Year Award to be awarded at the Annual Celebration.

### Rewards

Earning a certain number of points quarterly or annually will also reward an Ambassador

Quarterly Bonus if member obtains **50 points**

**Reward:** Attendance at the next monthly luncheon is free!

Annual Bonus if member obtains **200 points**

**Reward:** 10% Discount amount applied to Annual Dues

### Ambassador Good Standing

Ambassadors must attend 75% of the scheduled Chamber Events and functions to remain an Ambassador. Those falling short of this requirement must sit out the remainder of the year, but may reapply for the following year.

**Note:** Inactivity for one quarter will result in a friendly reminder of Ambassador duties. Inactivity for two quarters or more will result in removal of the Ambassador Program.



## Ambassador Application

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Business Phone # \_\_\_\_\_ Cell Phone# \_\_\_\_\_  
Email Address \_\_\_\_\_

I'm currently a Little Elm Chamber Member: (Circle one) YES / No

How long have you served as your company's representative for the Chamber? \_\_\_\_\_

- If someone said something negative about the Chamber, how would you handle it? How would you handle on Social Media?

\_\_\_\_\_  
\_\_\_\_\_

- What is something that is missing in our membership?

\_\_\_\_\_  
\_\_\_\_\_

- What attracted you to this opportunity? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

- How will you plan to increase attendance at events? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

- What do you think is your customer service secret weapon? What are you good at?

\_\_\_\_\_  
\_\_\_\_\_

- How comfortable are you using a personal profile to spread the word about the chamber?

\_\_\_\_\_

I consent to being an Ambassador for the Little Elm Chamber of Commerce and plan to fulfill the terms and duties as outlined in this Ambassadors Program Guidelines.

Signature \_\_\_\_\_ Date \_\_\_\_\_



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