



Maumelle Area Chamber of Commerce Ambassador Program

AMBASSADOR PROGRAM & COMMITMENT

Ambassadors are highly visible, prestigious volunteers for the Chamber. Ambassadors attend Ribbon Cuttings, Business Brief Lunches, Business After Hours and other events as goodwill representatives of the Maumelle Area Chamber of Commerce.

Upon their appointment, each Ambassador makes a **commitment to build lasting relationships with the Chamber membership**, particularly existing members, in order to build a loyal, committed membership base that will continue to support, participate in and invest in the Chamber. Ambassadors increase community-wide visibility through direct member meetings, online exposure and additional leadership opportunities.

AMBASSADOR RESPONSIBILITIES

Ambassadors can expect to spend on average 4 hours per month on their Ambassador duties.

- **Make contact with renewing members** and hand-deliver renewal packets each month. After initial contact is made, make phone calls to personally invite the business to attend an upcoming event and make sure they are aware of all the benefits they receive with membership. Lists will be provided at the beginning of each month.
- **We ask all Ambassadors to attend as many Ribbon Cuttings, Business Brief Lunches, Business After Hours and other events as possible.** Each event will be sent out as a calendar appointment before the event. Reminder emails will also be sent. This is a chance for you to not only celebrate other businesses, but also meet the business owner or manager at each establishment.
- **Ambassadors are asked to attend the monthly meeting on the first Thursday of every month at 11:00 am.** Ambassadors will report their progress with their member contacts. Ambassadors serve as a primary contact for all questions, needs, and suggestions of members.
- **Actively recruit new members to the Chamber** by inviting prospective and existing members to networking events to increase exposure of local business and the Chamber. If you have a working relationship with a business in the area, schedule a time that a

AMBASSADOR RECOGNITION

Ambassadors provide an essential service to the Chamber membership and staff, as there are only 25 appointed Ambassadors a year. Ambassadors are expected to maintain their monthly number of points to remain active Ambassadors and to receive recognition and benefits.

- Excellent networking opportunities, business leads and visibility.
- Increased exposure to the Chamber and its initiatives.
- Complimentary ticket to quarterly Business Brief Luncheons with special recognition for active Ambassadors only.
- Increased exposure on the Chamber website with a Premier Online Membership Directory for the Ambassador employer.
- Nominee for the Ambassador of the Year Award.
- Ambassador Spotlight on an active Ambassador will be featured on our weekly newsletter each quarter.

Ambassador of the Year

Presented at Annual Banquet, this recognition is based upon an Ambassador's leadership and contributions to the Chamber throughout the year. This person will exemplify the qualities needed in an outstanding Chamber Ambassador.

JOIN THE AMBASSADOR PROGRAM

Who is eligible to be an Ambassador?

Any Chamber member in good standing is invited to join the Ambassador Program.

Are there fees associated with being an Ambassador?

There is a \$50 fee for new MACC Ambassadors.

Please contact Julia Everett for an application to join the Ambassador Program.
(501) 851-9700 or julia@maumellechamber.com