



WAUKEE AREA  
CHAMBER OF COMMERCE

# Ambassador Handbook



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waukeechamber.com

# About the Ambassadors

The Waukee Area Chamber of Commerce Ambassadors is a team of professionals who volunteer their time to promote the Waukee Area business community and support chamber functions. This is an enthusiastic group of cheerleaders who act as the welcoming arm of the Waukee Area Chamber to ensure that our members are being served. The Ambassador role is an applied-for position, with renewal reviewed annually based on involvement.

The Ambassadors are charged with extending the hand of friendship to both new and current members. Whether it's making member welcome calls, assisting with ribbon cuttings, and inviting members to chamber events. Ambassadors are called to meet members, learn about their businesses, and connect them with the chamber community.

## Why should you be an Ambassador?

- Project a positive image for the company they represent and for the Waukee Area Chamber
- Build relationships with chamber members that could lead to more clients and business for you
- Increase your credibility by building strong, professional relationships
- Have superior exposure and visibility for your business
- Influence the Waukee Area Chamber's activities and events
- Experience leadership and volunteer opportunities
- Refine your communication skills
- Be in the know about programs, events, and issues in the community
- Experience recognition as an Ambassador through awards and on our website
- Build lifelong friendships and connections



# Ambassador Responsibilities

As an Ambassador of the Waukeee Area Chamber, we value your commitment through your time, talent, and treasure.

## Time:

- Attend Ambassador orientation prior to beginning your tenure as an Ambassador
- Attend Ambassador committee meetings hosted at member restaurants
- Attend quarterly visits to member businesses, social to follow
- Attend ribbon-cutting ceremonies (minimum of one per quarter)
- Attend chamber events such as luncheons, socials, and large annual events- bring a friend!

## Talent:

- Welcome chamber and community members
- Promote existing members
- Be in regular communication with assigned chamber members (quarterly minimum)
- Identify prospects for chamber members and make connections with chamber staff
- Champion the wins of chamber members- congratulate them on new hires, awards, relocation, and anniversaries
- Share chamber activities and promotion on social media
- Assist chamber staff at events
- Notify the chamber of any updates you receive from businesses
- Give recommendations for new chamber member benefits

## Treasure:

- Ambassadors must be an employee, owner, or representative of a member in good standing with the Waukeee Area Chamber of Commerce
- Should they choose, Ambassadors will be responsible for funding their meals at committee meetings located at member restaurants



## Points system:

Earn month, the Ambassador earning the most points will be featured on social media and the Waukeee Area Chamber's e-newsletter as Ambassador of the Month and will have time to talk about themselves and their business at the next Ambassador meeting. An Ambassador can be Ambassador of the month no more than 4 times per year.

The Ambassador that accumulates the most points throughout the year will be recognized as Ambassador of the Year at the Waukeee Area Chamber of Commerce's Annual Banquet.

Submit a business prospect which turns into a membership + 7 pts.

Attend quarterly business visits + 5 pts.

Face-to-face meeting with new member + 5 pts.

Complete Ambassador 101 training + 5 pts.

Member referral + 5 pts.

Attend a ribbon cutting + 5 pts.

Attend a chamber event (luncheons, socials, annual events, etc.) + 5 pts.

Recruit a new Ambassador + 5 pts.

Volunteer at event + 5 pts.

Serve on another Waukeee Area Chamber committee + 5 pts.

Call an existing member (using talking points from staff) + 2 pts.

Write a thank you note to a member/sponsor + 2 pts.

Email welcome to a new member + 2 pts.

Share member posts on social media + 2 pts.

Submitting picture and bio in Chambermaster + 2 pts.

Submitting picture for Ambassador page of website + 2 pts.

Ambassador testimonial for social media + 2 pts.

