



# Ambassador Program

*"Alone we can do so little; together we can do so much."*

*-Helen Keller*

## WHAT IS THE AMBASSADOR COMMITTEE?

The Ambassadors shall be a goodwill extension of the Laurentian Chamber of Commerce; shall support and promote its membership, mission and activities.

- ◇ Ambassadors are enthusiastic volunteers from the Laurentian Chamber membership who devote their time to help build member commitment and raise community awareness of the chamber.
- ◇ Ambassadors are the face of the Chamber and serve as advocates for the Chamber membership.
- ◇ Ambassadors are the vital public relations arm of the Chamber and are committed to the success of the Laurentian Chamber business community.
- ◇ Ambassadors are responsible for attending Chamber events, encouraging member participation and encouraging non-members to become members of the chamber .

## WHAT IS THE MISSION OF THE AMBASSADORS?

To promote, serve, and participate in the growth and development of the Laurentian Chamber of Commerce through attendance at chamber and community functions and to assist in retaining existing members and recruiting new members by sharing about chamber services, resources and benefits.

## WHAT REQUIREMENTS MUST AN AMBASSADOR HAVE?

- ◇ Understanding and appreciation of the goals and ideals of the chamber
- ◇ Display a professional, positive and ethical manner and appearance at all Chamber events and functions
- ◇ Excitement, enthusiasm and support for the community at civic, community and Chamber events
- ◇ Eager to be a resource for businesses and see that questions and concerns are answered and reported.

## WHAT ARE THE DUTIES & RESPONSIBILITIES OF AN AMBASSADOR?

- ◇ Represent the chamber in a professional, positive and ethical matter at all chamber events and functions
- ◇ Assist the chamber in recruiting and retaining partners by contacting and encouraging their active participation on committees and within events
- ◇ Ambassadors are selected as individuals and must be part of chamber member businesses/ organizations in good standing (membership).
- ◇ Active participation in the chamber as an ambassador and within the community is a must.
- ◇ Active participation in one or more chamber event committees during the year, including Business After Hours, Breakfast Connections, ribbon cuttings, etc.
- ◇ General knowledge or ability to seek out necessary information from chamber staff is required.
- ◇ Ambassador meetings must be attended, as they are held to inform ambassadors about chamber businesses, event functions/ participation needs (Breakfast Connections, Business After Hours, Annual Events), etc.
- ◇ Ambassadors will not commit the chamber to any expenditure, issue any public statements, or act as an official spokesperson of the chamber on public policy issues or commit to any new programs without prior discussion or approval from the President/Laurentian Chamber Board of Directors.
- ◇ Meetings are held on the first Wednesday of each month at 5:15 PM.

## WHAT ARE THE BENEFITS OF BEING OF AN AMBASSADOR?

- ◇ Opportunity for high-visibility networking
- ◇ Recognition at various Chamber functions
- ◇ Ambassador badge
- ◇ Opportunity to learn more about programs, events and issues that affect the Chamber and your community
- ◇ Form close ties with other committee members
- ◇ Create business relationships while serving the business community
- ◇ Ambassador rewards and recognition

