



## DEARBORN CHAMBER OF COMMERCE AMBASSADOR COMMITTEE GUIDELINES

### WHAT IS AN AMBASSADOR?

According to Webster's New World Dictionary, an Ambassador is *(1) the highest ranking diplomatic representative, (2) a special representative, (3) an official agent with a special mission.*

#### **What is the Ambassador Committee of the Dearborn Chamber?**

The Ambassador Committee is a group of members who have volunteered their time to serve as Chamber representatives.

As informed Chamber representatives, the Ambassadors serve as the entity of the Chamber that focuses on the Chamber membership – the **backbone** of the organization. The Ambassadors' purpose is to assist in increasing the membership of the Chamber throughout the year by recruiting new members and spreading goodwill among existing members.

Ambassadors provide greater visibility for the Chamber, i.e., more people telling the Chamber story!

## **I. PURPOSE AND RESPONSIBILITIES OF AN AMBASSADOR**

- A. Ambassadors will act as the public-relations arm of the Chamber and will assist in recruiting new members and retaining existing members.
- B. Ambassadors will assist in recruiting new members by explaining member benefits, promoting Chamber activities and passing referrals to the Membership Manager. Ambassadors will assist in retaining current members through the Adopt-A-Member Program and encouraging involvement at Chamber events, programs, etc.
- C. Ambassadors will be asked to serve as Chamber representatives at various functions as requested by the Chamber including ribbon cuttings, grand openings, fundraisers and various other community events.
- D. We ask that Ambassadors wear their badges at all functions related to Chamber activity to best identify they are representing the Dearborn Chamber of Commerce. Badges will be issued by the Chamber.
- E. Ambassadors will meet monthly, usually on the fourth Wednesday. A light lunch or snack will be provided at no additional charge. Special meetings may be scheduled on the call of the Chairperson.

## **II. AMBASSADOR BENEFITS**

- A. Honor to be chosen as an Ambassador, for future references.
- B. Visibility/recognition for each member and for his/her business.
- C. Networking opportunities and making business contacts.
- D. Opportunity to be awarded "Ambassador of the Year."
- E. Gain exposure in the community from attending ribbon cuttings, grand openings and fundraisers and have the opportunity to meet other community and business leaders.
- F. Gain experience and knowledge of how the Chamber functions, so if interested you are prepared to assume other leadership roles in the Chamber.
- G. All are invited to go to the annual Ambassador Conference; allowing one outstanding Ambassador \$300.00 credit towards their trip; chosen by Chairperson and the Ambassador Committee.

### III. AMBASSADOR QUALIFICATIONS

- A. Each new person making application to become an Ambassador will be asked to provide a short statement of why they should be chosen to be on the Ambassador Committee; which will be reviewed and chosen by the Chamber Staff and Board of Directors.
- B. Each new person making application to become an Ambassador must attend three (3) consecutive meetings or events before being considered for acceptance.
- C. Membership shall be limited to persons who are members or employed by members in good standing of the Dearborn Chamber of Commerce, and who may be of assistance in furthering the objectives of the organization and who are willing to give their time and effort to this purpose without remuneration. Members should have “flexibility in the workplace” so that assignments can be fulfilled.
- D. The Ambassador Committee shall be comprised of no more than 20 members.
- E. One person from a member firm may serve as an Ambassador.
- F. Each Ambassador will be assigned a partner to work with on a buddy system and cover for each other when unable to perform an expected requirement.
- G. Each Ambassador will have a member of the Board of Directors serve as their sponsor for the year the sponsor will act as a mentor and will make sure the requirements are being fulfilled by the Ambassador.
- H. Ambassadors will be expected to make every effort to attend functions, meetings and/or activities at all times. Attendance will be recorded each month in the meeting minutes. Inability to attend should be communicated to their sponsor or chairperson, and have already made arrangements with your partner/buddy.
- I. When an Ambassador can no longer fulfill his/her obligations or responsibilities, the Ambassador is to advise their Sponsor and the Chairperson.

Notes or suggestions:

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## AMBASSADOR APPLICATION

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Applicant Name (Print)

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Name of Business/Company

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E-mail Address

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Contact Numbers: (B) \_\_\_\_\_ (C) \_\_\_\_\_

Are you flexible for meetings and events? Y N

Are you able to contribute in making calls to new members? Y N

Will you recruit and invite new members to attend functions? Y N

Are you able to attend at least 75 % of Chamber events, to greet, help and volunteer? Y N

Are you able to participate in ribbon-cuttings/ground breaking ceremonies? Y N

Will you be an effective Ambassador-represent and promote the Chamber? Y N

Please read and sign the below statement and return to:  
Dearborn Chamber of Commerce, 22100 Michigan Ave., Dearborn, MI 48124  
Fax (313) 584-9818

### ***STATEMENT OF UNDERSTANDING***

I commit to volunteering for the Chamber to promote membership, through the Ambassador Committee for 1 year, 2010. I have read and understand what is required as an Ambassador. I feel I meet the requirements as an Ambassador for the Chamber.

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Signature

Date

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Company