



## Andover Area Chamber of Commerce AMBASSADOR PROGRAM APPLICATION

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Position \_\_\_\_\_ Work Phone \_\_\_\_\_

Address: \_\_\_\_\_ City ST Zip \_\_\_\_\_

Cell Phone \_\_\_\_\_ Email \_\_\_\_\_

### **General Questions:**

How did you hear about the Andover Area Chamber Ambassador Program?

\_\_\_\_\_

How long have you been with your current employer? \_\_\_\_\_

Which Chamber events and activities have you attended in the past year?

Annual Celebration & Awards

Safe Halloween

Chamber Educational Luncheons

Business After Hours

Grand Openings/Ribbon Cuttings

Other \_\_\_\_\_

Chamber Cornhole Tournament

Success for Women Conference

Festival of Trees

Member Orientation

Legislative Breakfast/Luncheon

Chamber Coffee & Conversations

What is your impression of the Andover Area Chamber of Commerce and the services it offers?

List three (3) benefits your company has received from the Andover Area Chamber of Commerce membership investment.

- 1.
- 2.
- 3.

**Applicant Questions**

Explain why you want to be an Andover Area Chamber Ambassador

What do you hope to gain from the experience?

What will you bring to the Andover Area Chamber Ambassador Program?

Give an example of a volunteer experience you have had that has prepared you to effectively carry out the roles and responsibilities of the Andover Area Chamber Ambassador Program.



## I. General Information

- A. An Ambassador must be (1) a general member in good standing or (2) be employed by a corporate member in good standing of the Andover Area Chamber of Commerce. (Good standing means renewal paid by due date of membership.) If employed by a corporate member, an Ambassador must have the formal endorsement of his/her employer.
- B. Applications to join the Ambassadors are subject to the approval of the Board of Directors of the Andover Area Chamber of Commerce
- C. Ambassadors meet the 3<sup>rd</sup> Thursday of each month from 9 am. Attendance is expected. Ambassadors who miss 3 consecutive meetings will forfeit their position as an Ambassador.
- D. The Andover Area Chamber of Commerce provides each Ambassador with an official name badge with your name and business. Additional name badges are at the Ambassador's expense of \$10.00.

## II. Benefits

- A. Professional Networking:  
Effective networking – both business and personal – builds relationships of trust that lead to profitable business, without hard selling. Ambassadors receive support and assistance to build solid contacts/relationships and become more recognized in the Andover Area community.
- B. Introductions To New Members:  
In monthly meetings, Ambassadors will be assigned as individual liaisons to new members and are expected to contact the new members by phone or in person to welcome them to the Chamber, and invite them to attend New Member Orientation, Chamber Coffees and Luncheons, Chamber After Hours, and other Chamber activities & events. Doing so provides additional opportunities to develop relationships.
- C. Promotion Opportunity: Ambassadors receive structured support and direct opportunities to promote their product(s) and service(s)

### III. Required Participation to Maintain status as Ambassador

- A. Assist with membership development activities and events, as assigned.
- B. Attend at least 33% of ribbon cuttings, grand openings, networking events.
- C. Attend monthly Ambassador meetings, at least 50%, without 3 consecutive absence.

### IV. Guidelines

- A. Ambassadors are expected to attend at least 33% of the total ribbon cuttings conducted each quarter. An Ambassador will notify the Chamber staff of his/her need to be inactive for a designated period. His/Her name will be placed on inactive status and he/she will receive event notification when returned to the active roster.
- B. Ambassadors are encouraged to attend Business After Hours (BAH), Chamber Coffees, New Member Orientation, Ribbon Cuttings and Grand Openings.
- C. Ambassadors wear nametags to all Chamber functions.
- D. Ambassadors act professionally in manner and dress.
- E. Ambassadors help new members and visitors feel welcome at events and activities by seeking them out, visiting with them and introducing them to others.
- F. Remember that new members are expecting to do business. If possible, introduce them to someone you know that may be a good contact for them.
- G. Ribbon Cuttings:
  - 1. Ambassadors will rotate to take charge of each Ribbon Cutting:
  - 2. Ambassadors in charge are responsible for the following.
    - a. Calls business owner one week prior to event to give an introduction, and to explain the agenda of the upcoming Ribbon Cutting ceremony (reminder phone call the day before)
    - b. Calls or texts all Ambassadors one week prior to event to remind them of the Ribbon Cutting (reminder phone calls the day before)
    - c. Members arrives 20 minutes prior to Ribbon Cutting ceremony
    - d. Members introduces themselves to business owner & staff and review agenda
    - e. Introduces all Chamber attendees to the business owner & staff
    - f. Keeps everything running in an orderly fashion and on time

3. Ambassador Chair assigns one member to be the greeter at the event
  - a. Greeter arrives 30 minutes early
  - b. Greets all attendees who arrive to the Ribbon Cutting
  - c. Collects all business cards to be placed in cardholder
  - d. Gathers everyone together for the Ribbon Cutting ceremony
4. Chamber staff will provide Ribbon Cutting signage at the business oneweek prior to the event – Example: “Andover Area Chamber of Commerce to present a ribbon Cutting for (business) on (date) at (time)”
5. Chamber staff will arrive to the Ribbon Cutting 30 minutes early with the scissors, red ribbon and camera
6. Ribbon Cutting Ceremony Procedure:
  - a. Welcome by the Ambassador in charge
  - b. Introduction of all Ambassadors present
  - c. Speaking opportunity to business having the ceremony (including introductions of staff, special guests, corporate presence, etc.)
  - d. Cutting of Ribbon – Chamber staff member will take picture
7. Immediately following the ceremony, all Chamber representatives will have an opportunity to visit one-on-one with the business contacts, giving a brief introduction of themselves and their business.
8. Quick debriefing by Ambassador Chair to get the owner’s feedback, suggestions, follow-up needs

