



# Ambassador Program

## Mission Statement

The Apache Junction Chamber of Commerce Ambassadors consists of an exclusive group of business professionals who serve as advocates for the Chamber and the business community. Together, they learn the internal operations of the Chamber and work with the staff to increase membership involvement, recruitment and retention.

## Ambassador Criteria

Chamber Ambassadors are an informed group of motivated, enthusiastic and articulate businessmen and women who serve as the backbone of the Chamber's membership retention program. They represent the Chamber at many civic and social functions. Ambassadors must meet the following criteria:

- Chamber member in good standing for no less than six months
- Personable, positive attitude
- Excellent business reputation in community
- Knowledgeable of Chamber programs
- When representing the Chamber, we request no less than business casual attire

## Ambassador Benefits

- ✓ Visibility at Chamber functions and on the Chamber website
- ✓ Eligibility for "Volunteer of the Year" presented at the Chamber Awards Banquet
- ✓ Develop leadership image by enhancing relevant professional programs and networking opportunities
- ✓ Networking with a variety of business professionals
- ✓ Works directly with Chamber staff and has access to decision-makers

## Goals & Objectives

- ✓ Provide ongoing membership contact to help promote retention and encourage member's involvement
- ✓ Welcome and assist at meetings and/or events
- ✓ Visit new businesses and inform them of the benefits of becoming a Chamber member
- ✓ Promote Chamber membership peer to peer and complete application process

## Responsibilities/Expectations/Abilities

- ✓ Track and report member contacts to Chamber staff each month using a contact record
- ✓ Promote participation and attendance at various Chamber events to assigned contacts
- ✓ Attend Chamber meetings and events
- ✓ Attend monthly Ambassador Meetings (only 3 absences allowed)
- ✓ Attend Chamber Ribbon Cuttings (minimum of 6 per year)
- ✓ Attend Chamber special events
- ✓ Nominate new members with application
- ✓ Welcome new members
- ✓ Represent the Chamber in a professional manner
- ✓ When conducting Chamber business dress in a professional manner

All discussion related to Chamber business, board opinions, discussions, etc. must remain **confidential**. \_\_\_\_ Initials

Your signature indicates your understanding and commitment to the AJ Chamber of Commerce.

Name of Current or Potential Ambassador: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_