



Ambassador Role

Welcome to the Athens Area Chamber Ambassador Committee! Our goal is to help you network through volunteering at various Chamber and community functions. Ambassadors serve in a public relations capacity and as a liaison between the Chamber and the community as our official hosts with a special focus on business and Chamber members.

The Chamber Ambassador program is the volunteer committee of our Chamber. You represent the Chamber in our community and at Chamber-sponsored events. Ambassadors welcome, nurture, assist in the retention of current Chamber members and recruit new and potential Chamber members, act as goodwill representatives at Chamber and community functions, support Chamber members, and promote Athens.

The Ambassador Committee supports the Chamber's efforts to build and retain membership. The Ambassadors are a vital liaison between the Chamber and the Members. They strive to encourage members to use the benefits available to them and to be active in their Chamber and community.

Role and commitments of an Athens Area Chamber of Commerce Ambassador

1. Welcome and steward existing Chamber members

2. Reach out to current Chamber members

- Select 10 members from the Chamber membership list to communicate with throughout the year via phone, email, and in-person
- Member Retention- Ask about membership experience - inviting Chamber members to networking and signature events, help members understand and make use of their Chamber benefits
- Member Recruitment (finding new Chamber members) – dropping off/ emailing information and following up, making suggestions to businesses you have a relationship with
- Answer / explain member questions or refer to the Membership Coordinator or Chamber President for more information
- Visit new members and encourage involvement in the many programs offered by the Chamber

3. Volunteer/ participate and assist in signature Chamber and member-hosted events (Networking events, Ribbon Cuttings, Annual Awards and Dinner Meeting, Golf Benefit, Auction & Dinner, Women's+ Summit, etc.). We ask that Ambassadors participate in as many events as possible.

- Promote these events, share information, and encourage attendance via email, social media, etc.
- Greet everyone at each event and make them feel welcome
- Assistance with events –
 - Annual Awards and Dinner Meeting: Registration table
 - Golf Benefit: Day-of help including setup, registration, split the pot, mulligans, refreshment stations
 - Celebrate Athens Auction & Dinner: Day-of setup, registration table, showcasing live auction items

- Women's+ Summit: Day-of setup, decorate and tear down, dry-set breakfast/lunch and clean up from both, prep/serve coffee, welcome table assistance
- Fundraising – secure hole sponsorships for Golf Benefit; secure sponsorships and silent auction items for the Auction & Dinner, secure sponsorships for Annual Dinner
- Fulfill meeting, signature events and networking events attendance requirements with no more than two absences in each category in one year
- Report back to the Chamber within a timeline of two weeks when responsible for Chamber-related materials or requests

4. Refer interested prospective members to the Membership Coordinator

5. Attend and participate in Ambassadors Committee meetings

6. Pay an annual dues investment (currently \$55 but could change per assent majority of Ambassadors) billed in March of each year

7. Ambassadors unable to fulfill membership requirements are asked to submit a letter of resignation to the Membership Coordinator or President.