



AMBASSADOR COMMITTEE

Handbook & Responsibilities

Chamber Mission:

To promote and enhance the businesses of the greater Cerritos area.

Ambassador Mission:

To encourage interaction and involvement of all Chamber Members with special attention given to the welcoming of new Members. To act as a public relations representative at Chamber functions.

Ambassador Committee Goals & Objectives:

1. Contact assigned members on a regular basis to encourage member involvement.
2. Act as a Host and greet Members and guests at Chamber events and functions.
3. Member Welcoming and Retention:
 - Assist in Contacts
 - With Information (Flyers for Upcoming Events, Directory, Newsletters, etc.)
 - Report Follow Up to Staff as necessary (are they receiving our emails?)
 - Invite New Member to attend upcoming events
 - “Buddy” with New Members at events
4. Support the Chamber’s staff at all Chamber events and activities with assigned tasks.
5. Attend monthly Ambassador meetings to:
 - Stay current on events and activities
 - Offer input and suggestions
 - Receive recognition
 - Receive training
 - Get assignment(s)

Ambassador Chair: Nancy Gutzmer, American Cancer Society (562) 448-5919

Staff Liaison: Chamber Staff (562) 467-0800

Ambassador Committee Meeting

Meeting dates are the 2nd Wednesday of every month at 12:00 noon held in the Chamber’s Conference Room. This meeting is used to plan events, delegate assignments, and achieve the goals and objectives of the Ambassador Committee. A summary of this meeting is reported at the Board of Directors Meeting. Attendance at this meeting is important and it is recommended that you mark your calendar in advance to attend.

Benefits of being an Ambassador

1. Visibility, exposure and business development opportunities are the primary reason that many individuals and companies choose to participate as an Ambassador. Personal development and growth opportunities are also a benefit that many are finding to be available through active involvement.
2. Ambassadors are regularly pictured in the Chamber’s Newsletter “Business Insider”. Ambassadors are listed in the annual Business Directory and featured on the Chamber’s website. Ambassadors are recognized at every Chamber event and function.

3. Each year an “AMBASSADOR OF THE YEAR” is selected and recognized with an award at the Annual Installation and Awards Banquet.

Ambassador Criteria

1. Membership in the Ambassador’s Committee is considered a privilege. We welcome you to what we believe is the most rewarding activity the Chamber has to offer. As an Ambassador you will be expected to perform the duties outlined below. You will be called upon to do more than other Chamber members, but we firmly believe you will find the rewards are worth every minute.
2. Please read through the General Requirements and the Description of Activities before making a formal request to become an Ambassador. You may also want to attend a committee meeting before you make a request to become an Ambassador.

General Requirements

- Membership in the Chamber must remain current and in good standing.
- Ambassadors must attend at least 6 of the monthly Ambassador meetings per 12 months. *Missing three consecutive meetings in a 12 month period may cause your membership in the Ambassadors to be reviewed.*
- Wear your Ambassador name badge at all Chamber functions. *These are provided by the Chamber.*
- Assist Member Welcoming and Retention.
- Perform at least one assigned Ambassador duty at Chamber functions. *Includes Greeting at the door, Registration/ Check-in, Name Tags, New Member & Guest Welcome Table, Door Prize Ticket Sales and other necessary volunteer needs. Plan to arrive at Chamber events 15 minutes before your time of duty is scheduled to begin.*
- Attend Ribbon Cuttings and Grand Openings when schedule permits.
- When representing the Chamber it is not appropriate to make a sales presentation *Business development and networking is highly encouraged, however it should be kept to a minimum while on duty as an Ambassador. Simply ask the prospect if it would be appropriate to contact them to discuss your business with them when you are not “on duty.”*

DESCRIPTION OF ACTIVITIES

New Member Sponsor

The purpose of a New Member Sponsor is to get the New Member involved and familiar with Chamber programs and activities. Each Ambassador will be responsible for contacting a New Member until the member gets involved. Some responsibilities include:

- Invite New Member to attend the next event.
- Buddy with New Member at next event.
- Introduce New Member to other Members at event

Chamber Information and Event Flyers

An Ambassador will be always be prepared to share Chamber Information. Event flyers, Applications and Member Benefits information will be available at the Chamber office. Chamber of Commerce “calling cards” will also be available to hand out while visiting a local business.

Events and Assignments

1. Each Ambassador must plan to attend at least one event per month.
2. The Ambassadors are the Chamber’s support staff and the meeters and greeters at these functions.
3. Ambassadors are to introduce new members and guests to other members and make sure no one is standing alone.
4. Ambassadors will also be asked to sell door prize and raffle tickets and help in the drawing of winners.
5. The Chamber staff will primarily handle registration and check-in. At times based on the size of the event and staff, Ambassadors may be asked to help in this area.

Grand Opening / Ribbon Cuttings

Ambassadors will be notified at the monthly committee meeting or by fax of the time, date, and location of scheduled ribbon cuttings. All Ambassadors and Board of Directors are encouraged to attend as many ribbon cuttings and grand openings as their schedule permits.