

# Ambassador Guidelines



**Oakdale**  

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**CHAMBER of COMMERCE**  

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**CALIFORNIA**

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## MISSION STATEMENT

The mission of the Oakdale Chamber of Commerce We are a business organization dedicated to uniting the business community by enhancing business, economic growth and tourism while retaining the high quality of life in Oakdale.

## PURPOSE

Ambassadors actively promote the Oakdale Chamber of Commerce in the Business Community, officially greet and make welcome all new businesses and changes in management. Refer potential businesses to become active members and encourage local businesses to support each other and build relationships.

## WHO ARE THE CHAMBER AMBASSADORS

The Ambassador Division represents one of the most important volunteer groups within the Oakdale Chamber of Commerce. The Ambassador Program consists of a group of diverse volunteers from the Chamber membership who donate their time to assist the Chamber in various activities. Ambassadors are the backbone of the Chamber's volunteer force.

## PROGRAM BENEFITS

While being an Ambassador is an extremely rewarding experience, feeling great about the service is only one advantage. There are many additional up-sides to participating in this program.

### **Program benefits for the Ambassador**

- Increased name and face recognition for individual/business
- Increased networking opportunities including:
  - Connection one-to-one with new and existing Chamber members
  - Gaining referral opportunities through other Ambassadors
- Ambassador status positions you as a leader and “go-to” resource
- Opportunity to get insider's perspective of the local business community
- Opportunity to meet local business and community leaders
- Opportunity to help the community
- Recognition of the Ambassador
  - Ambassadors are featured on the Chamber's Website
  - Ambassador of the Quarter and Ambassador of the Year are promoted on social media and in various Chamber print publications

### **Program benefits for the Chamber**

- Increased visibility within the community
- Better understanding of membership needs
- More involvement of existing Chamber members
- Increase recruitment opportunities
- Member retention

### **Program benefits for the Membership**

- Increased access to points of contact who can provide assistance and answer questions
- More frequent Chamber communication
- Potential for increased referrals
- Members will feel more connection to the Chamber

## REQUIREMENTS

An Ambassador, you are required to:

- Be an Oakdale Chamber Member in good standing
- Have your employer's approval to participate in the program
- Participate in the Ambassador Orientation Program
- Serve for a period, of at least, one year
- Attend monthly Ambassador Meetings with no more than two unexcused absences in a year (January 1 – December 31). Meetings are held the 2<sup>nd</sup> Tuesday of the month at 8:45 am.
- Always promote the Chamber in a positive manner
- Be able to make a commitment of time and effort toward accomplishment of the Oakdale Chamber of Commerce and Ambassador Program goals

## PARTICIPATION

Participation in the monthly meetings is mandatory. The purpose of the monthly meeting is to build cohesiveness among Ambassadors and to convey important information to the Ambassadors about Chamber activities.

Each Ambassador is expected to attend all 12 Monthly meetings. If an Ambassador misses two meetings without notification, he or she will be considered to have resigned from the Ambassador Committee. Ambassadors should contact the Chamber liaison when absences are anticipated or emergencies arise.

Each Ambassador is expected to participate in one Ambassador Tour a month and earn and report at least 175 points per quarter through completion of assignments to maintain their membership in the Ambassador Committee.

## CODE OF CONDUCT

All Ambassadors shall conduct themselves in accordance within the meaning and significance of the title "Ambassador of the Oakdale Chamber of Commerce." They will at all times:

- Consistently and positively promote the Oakdale Chamber of Commerce
- Maintain a courteous and professional demeanor while representing the Chamber at all programs and events. The Ambassadors have a profound effect on the Chamber membership, the City of Oakdale and the community at large. Maintaining a positive and helpful attitude is the key to growing and maintaining a cohesive Chamber
- Respect your commitment to the Chamber. This includes prompt attendance at Ambassador meetings and events for which you have volunteered to work, and being responsible to find a replacement for work assignments when you are unable to meet a commitment
- Display an appropriate image of the Oakdale Chamber by wearing the official Ambassador badge and professional business attire at mixers or wearing appropriate event-specific attire for special Chamber events and activities
- Display the highest standards in communication and responsiveness by promptly returning calls and e-mails to members fellow Ambassadors and Chamber staff
- Speak only for yourself when asked your opinion while serving as an Ambassador (and make it clear that it is your personal opinion, and not that of the Oakdale Chamber of Commerce.)
- Maintain neutrality regarding political candidates when working as an Ambassador. Refrain from wearing campaign buttons or displaying campaign literature while serving in an official Ambassador capacity
- Support and adhere to decisions made by the Ambassador Committee or the Chamber's CEO, regardless of individual feelings or opinions

## POINT SYSTEM

Ambassadors shall submit a monthly tally of points to the Chamber liaison. These points include a calculation of all activities the Ambassador has attended or participated for the Chamber.

- Ambassadors are required to attend a minimum of 4 Ambassador Tours per calendar year
- Ambassadors must earn a minimum of 150 points per quarters
- Ways to earn points in a given year
  - Recruit a new member (*i.e.* \$198 = 198pts)
  - Recruit Ambassador member (100pts)
  - Mentoring (50pts)
  - Attend Ambassador Meeting (50pts)
  - Get a non-active member to attend event (30pts)
  - Attend Mixers/Coffee Hours (30pts)
  - Work a Chamber Event (30pts)
  - Exit Interview (30pts)
  - Attend a Chamber Event (20pts)
  - Complete and Return Score Card (20pts)
  - Provide Chamber Membership Lead (20pts)
  - Diplomat (Retention) Calls (20pts)
  - Recruit Event Sponsors (20pts)
  - Participate in Ambassador Sub-Committee (15pts)
  - Attend Ribbon Cutting (15pts)
  - Win Ambassador of Quarter (10pts)
  - Wearing Name Badge (5pts)
  - Fulfill Chamber Staff Request (TBD)

## AMBASSADOR OF THE YEAR

The individual Ambassador that produces the highest point total and epitomizes the ideal Oakdale Chamber of Commerce Ambassador will receive the “Ambassador of the Year” recognition at the annual Awards Dinner held in January each year. The presentation will include a personal presentation and plaque.

## AMBASSADOR OF THE QUARTER

Ambassador with the highest points earned during the quarter will determined the winner. Winners will have their name, photo and company information shared on social media and promoted in Oakdale Chamber’s Business News.

## AMBASSADOR LIFE MEMBERS

After ten years of Active Membership you will have achieved Life Member status. This status can be continued indefinitely by attending four monthly visits per year January – December.

## AMBASSADOR SUB COMMITTEES

### Go Getters

- Identify prospects for membership and provide leads to the Chamber
- Assist the Chamber in reaching their recruitment goals
- Design programs for the Ambassador Committee and general membership to bring in new members

### Welcome Champions

- Assist the Chamber in retention goals
- Work with new members to acclimate them into the Chamber, assist them in achieving their goals for their involvement