



FOX CITIES CHAMBER OF COMMERCE AMBASSADOR PROGRAM

Overall program description:

Ambassadors are individuals seen as leaders and emerging leaders within our community who have experience with and exposure to the many facets of the Fox Cities Chamber. Ambassadors are an extension of our brand. Like our staff and Board of Directors, Ambassadors are out in the community engaging with organizations and other business professionals on a regular basis. They are a passionate, engaged group of individuals who can advocate for the Chamber AND represent our members.

Ambassador Purpose Statement:

The ambassadors exist to grow and sustain the prosperity of current and future chamber members. They achieve this by:

- Communicating member benefits-staying informed & educating members
- Being visible & approachable at events- purposeful interaction
- Encouraging meaningful participation-actively promoting programs and networking opportunities
- Being the voice of members to the chamber-communicate member needs & performing outreach
- Acting as the premier volunteer arm of the chamber-serve in roles at events and perform outreach to current members.
- Referring non-members to the chamber
- Vetting ideas, programs, and potential resources for our member businesses/organizations by providing feedback to Chamber staff

Traits of an Effective Ambassador:

Personality: We love to have fun and engage with all community members. Ambassadors should encourage enthusiasm, advocate for the community, and show passion for helping organizations identify needs and get connected to resources.

Professionalism: We expect you to smile, say hello, and invite people to engage with us and with others. Set a good example for people about how to treat others. The members are watching and learning from you so demonstrate what it means to represent the Fox Cities Chamber Brand and all that comes with it. We respect, value, and appreciate diversity in business and individuals within our community.

Special Knowledge/Skills: Everyone on our team is a contributor in some way. We have an amazing organization because of the people. You will be part of a team where you will share your skills and learn from others.

Versatility: As a team we will see both planned and unforeseen changes—opportunities come up, plans shift, we need to be able to be flexible, and accommodate.

Pride: Willingness to proudly wear the Chamber logo, represent what we believe in, and be proud to be an integral arm of the organization.

What You Can Expect from Us:

Visibility and Recognition including:

- Name Badges identifying your role to be worn when representing the Chamber
- Representation on our Chamber Website as an Ambassador for the Fox Cities Chamber
- President and team Chair leadership role opportunities
- Potential visibility via communication vehicles such as Facebook, Twitter, Up2Date e-newsletter, our quarterly magazine and the Business News newspaper.
- Opportunities to make valuable business contacts & gain exposure to new businesses/business leaders
- Ambassador of the month recognition program

Opportunities to engage with the community by:

- Hosting and /or sponsoring events that highlight your employer
- Attending Ribbon Cuttings, Business Connections, member orientations and Signature events to welcome new or prospective members.

What We Expect from You:

Aside from the activities defined in the ambassador purpose statement, Fox Cities Ambassadors commit to:

- Positively represent the Chamber Brand when you are out in the business community
- Attending Chamber events such as Ribbon Cuttings and Business Connections to the best of their ability
- Attending 8 of 12 monthly ambassador meetings each year
- Service in the form of volunteerism at events.
- Reliability: In a 'volunteer' capacity we will rely on you to be where you say you will be

Ambassador Application Criteria:

- You must be willing to commit to a minimum of one year of ambassadorship.
- You or your company must be chamber members.
- We accept one ambassador per company at any given time.

DO YOU HAVE WHAT IT TAKES?

We accept applications year-round and when an opening on the team arises, we will be in contact! If you have questions, please direct them to Tonya Boelter (920.734.7101) or tboelter@foxcitieschamber.com. We want to hear from you!