



FOX CITIES CHAMBER OF COMMERCE AMBASSADOR PROGRAM

The Fox Cities Chamber Ambassadors are an extension of our brand. Like our paid staff and Board of Directors, Ambassadors are out in the community engaging with organizations and other business professionals on a regular basis. Ambassadors are individuals seen as leaders and emerging leaders within our community and have experience with and exposure to the many facets of the Fox Cities Chamber. In order for the Fox Cities Chamber to effectively identify and meet the needs of our members, we need a passionate, engaged group of individuals that can represent the Chamber AND our members.

Overall Program Goals

- To enhance benefits received by each member business/organization, strengthen member commitment, increase long-term member retention by **actively** promoting membership, networking among members, and encouraging meaningful participation.
- Be a sounding board and leadership team for vetting ideas, programs, and potential resources for our member businesses/organizations by providing feedback to Chamber staff.

Individual Ambassador Goals

- Make valuable business contacts, gain exposure to new businesses and business leaders in our community, and have a true impact on the growth and sustainability of the community **by** being engaged in Chamber activities, having a voice in the direction of Chamber programming, and gaining visibility and recognition for the Ambassador role.

EXPECTATIONS

You can expect from us:

- ✓ *Visibility and Recognition* for your time and energy; including
 - Name Badges identifying your role in the Fox Cities Chamber to wear when representing the Chamber
 - Representation on our Chamber Website as an Ambassador for the Fox Cities Chamber and when appropriate in other communication vehicles (including but not limited to Facebook, Twitter, Up2Date e-newsletter, etc).
- ✓ *Opportunities to engage* with the community by:
 - Hosting events that highlight your employer, when appropriate,
 - Attending Ribbon Cuttings and Business Connection events to welcome new or prospective members and to be the face of the Fox Cities Chamber.



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- ✓ Regular *communications & involvement* with our team, including updates on Chamber activities.
 - The Fox Cities Chamber continues to identify effective ways to communicate about the many events and activities going on across the organization.

We expect from you:

- ✓ *Positively represent the Chamber Brand* when you are out in the business community;
- ✓ To the best of your ability, *attend Chamber events* such as Ribbon Cuttings and Business Connections
- ✓ Be able to articulate the impact and value of the Chamber on businesses and the community at large, both from your own experience and from the feedback/stories of others.
- ✓ Send people/organizations/Speakers to us! The Chamber and our activities will always be a reflection of our engagement and understanding of the community—help us continue to grow to support the economic development of our community;
- ✓ Be our eyes and ears out in the community. Bring things to our attention, whether to clarify/improve communication or to address an identified need. Use open, transparent communication.
- ✓ Have fun! This program is going to evolve and we want you to help make it a success!

TRAITS OF AN EFFECTIVE AMBASSADOR

- **Personality:** We love to have fun and engage with all community members. Ambassadors should encourage enthusiasm, advocacy for the community, passion for helping to get people/organizations identify needs and get connected to resources.
- **Reliability:** There will be opportunities for you to engage in new ways through our activities, but even in a 'volunteer' capacity we will rely on you to be where you say you will be (i.e. Ribbon Cuttings, Business Connections).
- **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 other participants, volunteers, etc. You 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.



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- **Special Knowledge/Skills:** Everyone on our team is a contributor in some way. We have an amazing organization because of the *people*. You were selected as someone that can enhance peoples' experiences by serving as an extension of our brand. You will choose to 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.

DO YOU HAVE WHAT IT TAKES?

We are always looking for new members of our Ambassador Program. If the description above fits you and your interest in supporting the community, please contact Beth Haase (920.734.7101 x 115) or bhaase@foxcitieschamber.com or any other team member at the Chamber: 920.734.7101 so that we can provide more information. We want to hear from you!