



AMBASSADOR HANDBOOK

2020

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OUR GUIDING PRINCIPLES

OUR VISION

The Manteno Chamber of Commerce is the **premier organization representing the local business** community.

OUR MISSION

The Manteno Chamber of Commerce mission is to work with **local businesses, the community, and the Village** to bring **prosperity** to Manteno.

VALUES

Integrity, Relevance, Teamwork

What Is an Ambassador?

To a new chamber ambassador – or to anyone looking at a chamber of commerce organization from the outside in – this is a pertinent question. **What is an ambassador?**

Dictionaries define an ambassador in numerous ways. The one we've identified in bold fits snugly within the chamber context. In essence, an ambassador is **a representative, a promoter and a champion**.

Doesn't 'champion' fit the bill? If you are already an ambassador preparing to recommit to another term of service, or if you're considering serving in this role for the very first time, you need to know that you're embarking on an opportunity to **champion the mission** of the Manteno Chamber of Commerce. Your service opens the door to an insider's perspective of the local business community.

That sounds like a critical **responsibility**. It is. But at the same time, it is also an enormous **opportunity**.

In its simplest form, the role of a Manteno Chamber of Commerce ambassador is to serve on the **signature committee** of this organization. It's an opportunity not only to wear a dual nametag – one that touts your ambassador status and your employer's name – but to truly embody that dual identity.

Active members of the chamber are asked to serve as ambassadors at the invitation and discretion of the Manteno Chamber staff. Chamber member companies do not hold a permanent seat on the committee, nor do member companies make the decision as to who will serve on the chamber's ambassador committee. The chamber's staff makes the invitation to individuals who have demonstrated their commitment to being **active, professional advocates** of the Manteno Chamber **and their employer**, too.

Serving on the ambassador committee is not the place for a brand-new chamber member. Rather, it is a place for a **seasoned volunteer** who has demonstrated commitment to the chamber's mission of fostering a strong private sector regional economy. If an individual is interested in serving on the chamber's signature relationship-building committee, s/he must first become active as a chamber member. Once s/he has gained experience and expertise as to the Manteno Chamber's mission and is regularly attending chamber events, it is then that s/he may indicate a desire to be considered for ambassador service.

Ambassadors are called to be **active envoys** of the Manteno Chamber's **pro-business game plan**. Becoming an ambassador, as you will see on the pages of this handbook, does not entail serving in a 'name-only' capacity. It's a **relationship-building role** that requires vibrant, active, consistent service. Although the chamber's full-time staff plans and initiates the events & services, you and your fellow ambassador colleagues are responsible for consistently assisting in implementation of our organization's mission.

Being an ambassador is much more than attending a monthly lunch meeting or an occasional ribbon cutting. Being an ambassador means being a living, breathing, visual and verbal **champion for this organization**. The chamber exists to serve and advocate on behalf of the business community, and members of the ambassador committee play a critical role in **advancing the chamber's mission**.

Welcome aboard!

Sincerely,



Sarah Marion
President & CEO

Active Service

As we mentioned in the previous section, ambassador committee members are **active participants**. While you may indeed build long-lasting relationships with friends and colleagues serving alongside you, that's a positive byproduct of your ambassador commitment; it's not the reason you were selected to serve.

From the Manteno Chamber's largest fundraiser of the year – the Celebration of Membership Annual Dinner – to a ribbon cutting on a weekday morning, ambassadors are required to be present with their time, their relationship-building skills and their knowledge of who our chamber is as well as the **resources we offer**.

The next section specifically outlines your duties as a Manteno Chamber ambassador. As you read through these expected duties, please know that the words 'opportunities' and 'duties' are interchangeable.

As you contemplate signing **the commitment statement** at the end of this handbook, we're hopeful you will also see it as signing on to a whole host of opportunities as well – opportunities to **champion this organization, your company and you as an individual**, both professionally and personally.

Duties & Opportunities

In order to serve the Manteno Chamber as a **vibrant**, successful member of the ambassador committee, you must know what's expected of you.

Because our chamber's continual goal is to mirror the **professionalism of the 200 businesses**, we have the privilege of representing, such is also the goal of our ambassadors.

To that end, an ambassador's overall duties are:

- 1) **Professionalism in all we do.** As an extension of the chamber's mission, ambassadors should practice professionalism in demeanor and integrity. Serving the chamber in this capacity is an honor and a responsibility.
- 2) **A consistent, welcoming presence at chamber-led events and programming.** As an ambassador, interacting with chamber members and guests at networking events is critical. It is the responsibility of the chamber and ambassadors to be inclusive and engaging.
- 3) **Confidentiality.** The sensitive nature of what is discussed or overheard with regard to business matters must be protected. Open discussion and information sharing within the confines of committee meetings and other interactions are essential. The chamber's reputation depends upon the trust that is fostered between chamber executive staff and volunteers. A breach of confidentiality will not be tolerated.

Ambassadors who serve at the invitation and discretion of the Manteno Chamber are required to fulfill the following responsibilities during their term:

- 1) **Serve at *one* of the chamber's four annual fundraising events:** The Thrill of the Putt (Sat. April 25), Celebration of Membership Annual Dinner (Thursday, May 28) the annual golf tournament (Fri. June 26), or the Holiday Party (Thurs. Dec. 12)
- 2) **Refer a minimum of *two* business/civic contacts over the next twelve months** to Sarah as potential chamber members so the chamber is poised to continue its trajectory of positive growth, building a stronger business community and maintaining a healthy local economy.
- 4) **Attend a minimum of nine out of twelve (three-fourths) monthly ambassador committee meetings (lunches) within the next twelve months.** Monthly lunch meetings are held on the third Tuesday of each month at rotating chamber member dining venues. This exchange of crucial information is critical to working as a team.
- 5) **Regularly attend scheduled chamber ribbon cuttings within the next twelve months.** Ambassadors are expected to wear chamber ambassador nametag and introduce yourself to the business owner/manager, staff and others present. Engaging with business owners and staff is critical, as we are a welcoming, inclusive organization. The reward for you as an ambassador is the opportunity to interact with business people and build strong relationships.
- 8) **Attend a New Member Breakfast** within the next twelve months.
- 9) **Assist in delivering welcome cards to new chamber members as needed.** This is an excellent way for you to gain valuable 'face time' with those who are new to the chamber. Likewise, it is also a fantastic opportunity to introduce the new member to your business.
- 10) **Answer common questions asked about the Manteno Chamber and appropriately refer to the chamber for more information.**

Benefits

Although service as a chamber ambassador is not a paid position in terms of a monetary reward, it does indeed pay benefits that can translate into **real value** professionally.

Ambassadors who faithfully attend chamber events are often **pry to building contacts with new and expanding businesses and industries** in our community. When networking as an ambassador is done correctly, a handshake at a ribbon cutting or business after hours can – and often does – extend into a future conversation with that individual or company.

An ambassador who takes the initiative to **welcome a new chamber member or guest with enthusiasm and sincerity** makes an impact and a positive impression. Since most people choose to do business with those know, like, respect and trust, the ambassador's initial friendliness, professionalism and helpfulness in answering questions about the Manteno Chamber could go a long way toward **solidifying a future client relationship**, too.

Within the realm of **making connections**, the benefits available to the ambassador are infinite to those who actively embrace their role as a chamber of commerce champion.

In the spirit of healthy competition, a point system is in place to **recognize and reward individuals** for their dedication in serving at an array of chamber events. Ambassadors must earn a **minimum of 100 points** per calendar year to remain on the committee.

Below is the *point breakdown* for specific ambassador service:

- 20 POINTS recruit a new chamber member
- 15 POINTS work at a chamber fundraiser (TOP, Celebration of Membership, Golf Outing, Holiday Party)
- 10 POINTS refer a prospect to Sarah (including phone & email)
- 5 POINTS attend ribbon cutting/ground breaking ceremony
- 5 POINTS deliver a "welcome" to a new member
- 5 POINTS attend chamber networking programs (BBH, BAH, WSW)
- 5 POINTS attend Manteno Chamber professional education event
- 5 POINTS attend monthly ambassador committee meeting

Each fiscal year (June-May), the ambassador who accumulates the greatest number of total points attains the title **'Ambassador of the Year'**. This rockstar will be recognized with: an e-blast shout out to all members recognizing them as Ambassador of the Year (as well as a complimentary ad for your business), recognition at the annual membership meeting in May (with an awesome plaque!), your picture and bio featured on our website for the year, and individual recognition before his or her employer.

Am I A Good Fit?

By now, after reading the information preceding this section, you've no doubt gained an appreciation of the individual prone to thrive by serving as a chamber ambassador.

You:

- ✓ Are a professional who believes in interacting with others in a genuine, welcoming way.
- ✓ Are not afraid to initiate a conversation in order to build a professional relationship.
- ✓ Find that interacting with other professionals energizes you.
- ✓ Believe in the business opportunities that the Manteno Chamber offers members

Being an ambassador – a champion for our chamber of commerce -- involves consistent, proactive messaging about the many benefits Manteno Chamber membership. Serving as an ambassador will be a dynamic, rewarding experience for you – and for those with whom you connect!

Personal & Corporate Commitment

I, _____, understand the objectives, duties, responsibilities and benefits of serving as a Manteno Chamber of Commerce ambassador.

My signature on this page signifies that I am ready, able and willing to serve as a Manteno Chamber of Commerce ambassador for the coming twelve-month term of _____ through _____.

Ambassadors will be asked to recommit to serving on an annual basis.

I also understand and agree to the following:

- Being an ambassador is an opportunity to serve at the chamber's discretion. If during the course of the next twelve months I am not able to fulfill the requirements identified in this handbook, I understand that my service as an ambassador will conclude.
- Ambassadors of the Manteno Chamber of Commerce are required to consistently demonstrate positive, professional behavior as a reflection of our organization. I understand that the following actions are grounds for being relieved of my ambassador duties:
 1. Defaming or disparaging a fellow ambassador committee member, a chamber member, a prospective member, a member of the Manteno Chamber staff or an Manteno Chamber board member
 2. Defaming or disparaging any Manteno Chamber event
 3. Breaching confidentiality in any form
 4. Simultaneously serving as an ambassador for another chamber of commerce organization
 5. Discouraging individuals or companies from joining the Manteno Chamber
 6. Any other conduct deemed unprofessional, unethical, undesirable or adverse to the Manteno Chamber

Signature

Date