



## McLean County Chamber of Commerce Ambassador Handbook

### About the MCCC

The **McLean County Chamber of Commerce** is a membership organization that serves over 1,000 businesses and organizations in McLean County and the surrounding area. Our full-time staff is passionate and dedicated to serving the business community and helping our membership thrive. Our organization has something for everyone with membership benefits that include marketing opportunities, professional development, advocacy, healthcare solutions, and much more.

### Our Mission

- To support our members by
- Promoting Commerce,
- Advocating pro-business perspectives,
- Collaborating to lead change, and
- Engaging for action for results that strengthen the prosperity of the business community.

### Our Vision

- To be a vibrant, progressive business community that works together to make McLean County a great place to do business.

### Our Core Values

- We are **Member Centric**, while remaining **Community Minded**.
- Our goal is to provide **Intentional Connections** through **Exceptional Experiences**.
- We strive to maintain a **Contagious Energy** with a **Positive Attitude**.
- Our Motto is **Think it, Plan it, Get it DONE**.

## **About our Ambassadors**

The Chamber's Ambassadors are an elite group of professionals who volunteer their time to provide a crucial link between the Chamber staff and its members. Ambassadors support chamber staff in the task of ensuring all members receive the maximum benefit from their investment. Ambassadors are at the core of the community's business activities. They enjoy the rewards of making new contacts, strengthening relationships, and accessing a wealth of information and resources. Their primary responsibilities are to assist the Chamber team in providing intentional connections and excellent experiences for members at events while keeping Chamber staff informed on member status and satisfaction membership experiences.

## **Purpose**

### **Statement of Purpose**

To represent the McLean County Chamber of Commerce by supporting and promoting the mission, programs, and services of the Chamber by engaging with Chamber members, businesses, and community members within McLean County.

## **Membership**

The Ambassadors shall be composed of no more than thirty (30) members.

### **Selection Process**

All individuals, including returning members, must complete a written application each year to become or remain an active member of the Ambassadors. All individuals who have not previously served as an Ambassador may also be asked to conduct an interview with the Chamber's Membership Development Manager. Applications will be reviewed in November for the following calendar year.

All applications are subject to approval in accordance with the Ambassador guidelines herewith. A waiting list may be maintained by the Membership Services Manager for prospective Ambassadors.

### **Term**

Newly selected Ambassadors shall assume their duties at the first meeting of the calendar year. Members may serve as Ambassadors for up to 3 years, at which time they may be encouraged to relinquish their seat for 1 year to allow an opportunity for other individuals to participate. After

First year, previous members can reapply to become an Ambassador. If less than 30 people apply to become an Ambassador, the positions will be filled by previous Ambassadors wishing to reapply.

### **Change of Job**

Should an active Ambassador leave their employer under whom the individual was representing, the individual must become an employee of a company that is a member of the McLean County Chamber of Commerce in good standing within 60 days of leaving his/her previous employer to remain as an active Ambassador. The Chamber President/CEO can make exceptions pending the circumstances.

# **Responsibilities, Duties and Expectations**

## **Responsibilities**

All active members of the Ambassadors shall be responsible for the following duties:

- Represent the Chamber in a professional and positive manner
- Welcome members at Chamber networking events
- Recruit and/or provide leads to the Membership Development Manager (minimum of four per year)
- Educate new & existing members on Chamber programs and events
- Communicate member feedback to Chamber staff
- Mentor assigned new members for the first 12 months of membership
- Attend ribbon cuttings, groundbreakings, and open house programs
- Assist the Membership Services Manager with member retention efforts

## **Requirements**

In order to become and maintain membership in the McLean County Chamber of Commerce Ambassadors, an individual must meet the following requirements:

- Be a paid employee of a Chamber member in good standing
- Maintain a high level of professionalism and business attire when representing the Chamber
- Maintain a working knowledge of programs and services offered by the McLean County Chamber of Commerce
- Be engaged in the Chamber's program of work for a minimum of 12 months prior to being eligible to serve as an Ambassador
- Display professional appearance and conduct representing the Chamber first, followed by one's Business/Organization at all Chamber events

## **Expectations**

In order to maintain active Ambassador status, an individual must fulfill the following requirements:

- Participate in ambassador trainings and focus groups (as applicable)
- Attend 80% of Ambassador business meetings held throughout the year
- Attend a minimum of 4 ribbon cuttings, groundbreakings, or open houses per quarter
- Attend a minimum of 4 Business Before Hours/After Hours events per quarter
- Volunteer to host for a minimum of 2 Business Before Hours/After Hours per quarter
- Wear professional business/business casual attire, including name badge, for all member celebrations and Chamber events
- Connect with assigned members on a quarterly basis and complete New Member Visit form

# Leadership

**Members of the Leadership Team are as follows:**

- Manager of Member Services
- Chairperson
- Co-Chairperson
- Past Chairperson
- Secretary

## **Appointment**

All members of the leadership team with the exception of the Membership Services Manager and the Chairperson will be determined by a majority vote at the final Ambassador meeting of the year in December. Nominations will be accepted confidentially in November and the resulting slate of nominees will be presented for consideration in December.

## **Term**

All officers shall be appointed a term of two years in each position. In the event of a vacancy in the term of Chairperson or Co-Chairperson, the position will be filled by a current Ambassador, appointed by the Chairperson and/or the Membership Services Manager.

## **Role**

The Membership Services Manager manages the day-to-day affairs of the Ambassadors. The Leadership Team supports the Ambassadors by contributing significant time, talent and experience to the development of its members. Leadership Team members are expected to exceed the minimum attendance requirements.

## **Duties**

The primary duties and responsibilities of the Leadership Team are as follows:

### **Manager of Member Services**

- Chamber Staff member who manages the day-to-day affairs of the Ambassadors

### **Chairperson**

- Presides over all Ambassador meetings
- Speak on behalf of the Ambassadors at Ribbon Cuttings
- Serve as a mentor to sub-committee chairs

### **Co-Chairperson**

- Assume the duties of the Chairperson in his/her absence
- Commit to becoming the Chairperson the following year
- Serve as a mentor to new Ambassador

### **Past Chairperson**

- Assume the duties of the Chairperson and Co-Chairperson in their absence
- Serve as a mentor to the current Chairperson

### **Secretary**

- Track Ambassador attendance/participation in meetings, ribbon cuttings, Business Before Hours and Business After Hours
- Record meeting minutes
- Coordinate Ambassador event schedules

- Assist with Ambassador communications

## Sub-Committees

The Ambassador Team will be grouped into the following subcommittees which will rotate quarterly or bi-annually as decided by Ambassador Leadership and Staff.

**Retention Team:** Ambassador interaction is key to retaining current members. Focus on current member retention by making calls, visits, invitations to current members. Retention Team gauges satisfaction and encourage benefit usage

**The following is expected from Ambassadors serving on the Retention Team:**

- Call or visit members who are in the 1–3 year range of renewed membership. Staff will provide a list of members who have not engaged for a period of time. Retention Team Ambassadors will focus attention on these members by
- Encouraging participation in upcoming events
- Checking in with members to see how membership is working for them
- Sharing member feedback with Staff through the member feedback online form provided on the website via the Ambassador Login tab.

**Referral Team:** Ambassador referrals are essential for securing new members. This team focuses on finding and referring businesses for new or returning membership. Referral Team members collect contact info and assist with member acquisition

**The following is expected from Ambassadors serving on the Referral Team:**

- Seek out potential members by visiting new businesses and word of mouth suggestion from community member interaction
- Secure contact information for business and submit it via Chamber referral form
- Follow up with Manager of Member Development on ways to secure membership for referral.

**Mentor Team:** The Ambassador Team is comprised of veteran and new committee members. The Mentor Team serves to assist new Ambassadors with any questions and ensure their confidence in their new role.

**The following is expected from Ambassadors serving on the Mentor Team:**

- Seek out new ambassadors and build a personal rapport with them.
- Offer tips and tricks on networking and volunteering at events
- Connect with new ambassadors for Ribbon Cutting and Networking events.

## **Best Practices**

1. Always RSVP (Yes or No) as to your attendance and/or commitment to volunteer, attend monthly business meetings, focus groups, special ambassador gatherings.
2. Attend events as often as possible.
3. Even if not performing an official volunteer assignment, play the role of assistant host/hostess, making sure guests and members feel welcome.
4. Wear your Ambassador Nametag at all Chamber networking events.
5. Work the room! Introduce yourself! Try to meet three new members at each event.
6. Show how the QR code for the Upcoming Events Calendar works.
7. Ensure guests and members are having a good time. Greet people, engage with them. Play the role of host or hostess.
8. Be sure the roles of Door Greeter, Registration Table Host and Networker are all being covered. If there is a gap, step up and fill it.
9. Arrive at least 10 minutes prior to start time in order to visit with host and get materials from Staff.
10. Mingle, introduce yourself, congratulate the member on their opening/remodel, assist with ribbon cutting by participating in holding the ribbon or taking pictures, posting on social media.
11. Refresh yourself on member benefits by attending a Membership 101 once during a calendar year.
12. Participate and invite new and current members to join you for a PIVOT or Member
13. Education Event.
14. Always watch the room and engage those who have just arrived or are alone
15. Refrain from clumping together in your comfort zone
16. Stretch yourself and collect at least 5 business cards from new acquaintances., and/or establish a personal networking goal

## **Recognition**

### **AMBASSADOR OF THE YEAR**

#### **Summary of Qualifications**

The Ambassador of the Year is awarded to the individual who shows exemplary commitment to the McLean County Chamber of Commerce by exceeding the expectations of the Ambassador position outlined above.

#### **Judging Criteria**

Ambassadors will have an opportunity to nominate their fellow committee members for Ambassador of the Year. Nominations will be reviewed by the Chairman of the Chamber's Board of Directors, who will also make the final decision on Ambassador of the Year.

#### **Acknowledgement**

The Ambassador of the Year will be announced at the final Ambassador meeting of the year each December. The winner will receive two tickets to attend the Chamber's Annual Gala and will be recognized at the event, as well as in the Chamber's weekly newsletter. A letter will be sent from the Chamber President/CEO to the Ambassador of the Year's employer recognizing the contribution of their employee to the McLean County Chamber of Commerce.

## Ambassador Code of Conduct

As an Ambassador of the McLean County Chamber of Commerce, I recognize the privilege of serving in this capacity and that specific responsibilities accompany this role. With that in mind, I commit to the following code of conduct I will:

1. Refrain from publicly disparaging the business practices of fellow members and refrain from condoning or engaging in misrepresentation or unethical practices.
2. Conduct business and professional activities in a reputable manner to reflect honorably upon the business community and fellow Chamber members.
3. Respect the reputation, profile, and status of the McLean County Chamber of Commerce, and represent the Chamber accordingly.
4. Support, and promote the Mission of the McLean County Chamber of Commerce and cooperate with fellow members in the application of this Code of Conduct.
5. Whenever reasonably possible, participate in the functions and activities of the Chamber, and promote the enhancement of business growth within McLean County.
6. Observe the highest standards of ethics in rendering services and/or offering products for sale, based on the members' own knowledge and expertise.
7. Refrain from engaging in any practices prohibited by law or seeking unfair advantage over fellow members and conform to all laws established by Municipal, State and Federal governments for the control of said business, where applicable.
8. Present a true representation in all advertising. Goods and services shall be advertised in accordance with all Municipal, State and Federal legislation.
9. Respect the roles of Chamber staff.
10. Protect the integrity of the Ambassador Program, as well as the McLean County Chamber of Commerce Mission.
11. Never use engagement calls for the sole purpose of promoting your business.
12. Recognize that you are a co-partner as a volunteer to improve the economic and civic life of the community through the Chamber. You have assumed a position of public trust.
13. Aid in maintaining an environment that is free from discrimination and harassment. Engaging in discriminatory or harassing conduct (verbal or physical) is subject to removal.
14. If complaints are received regarding your conduct, your ambassador status is subject to termination.
15. Project a professional appearance and demeanor when representing the Chamber at any event.

## Ambassador Agreement and Commitment

Ambassadors represent one of the most important volunteer groups within the McLean County Chamber of Commerce. As an Ambassador, I am responsible for assisting in maintaining open lines of communication between the Chamber and its members.

While I understand that Ambassadors enjoy the privilege of expanding their business contacts, as an Ambassador, I am responsible to refrain from exploiting this privilege or these contacts. I will not add any Chamber members to my customer contact list without their permission.

As an Ambassador, I will strive to be exemplary in business ethics and practices, will be active in the McLean County Chamber of Commerce activities and will familiarize myself with all aspects of the Chamber to truly be recognized as a representative of this organization.

I have read the above obligations of the McLean County Chamber of Commerce Ambassador Program and pledge that I will fulfill these expectations to the best of my ability. I understand that if I do not meet the participation guidelines outlined in the Member Code of Conduct and the Ambassador Program Handbook, I will be asked to relinquish my position on the Ambassador Team. .

I acknowledge I received a copy of the Ambassador Handbook.

Signed: \_\_\_\_\_

Business: \_\_\_\_\_

Date: \_\_\_\_\_

Please submit this signed page to the Chamber office. Thank you and welcome to the Ambassador Team!