

# Ambassador Committee Handbook

**MIDDLETON**  
CHAMBER of COMMERCE

## Middleton Chamber of Commerce Mission Statement:

The Middleton Chamber of Commerce promotes a strong economy and a high quality of life for our members and the community.

## Middleton Chamber of Commerce WHY Statement:

To be a connected business community that inspires, shares and learns from each other – so that we're able to grow, succeed and contribute to the greater community.

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## **Ambassador Committee Purpose:**

The Chamber's Ambassadors are an elite group of professionals who volunteer their time to provide a crucial link between the Chamber and its members. Committee members are selected for their dependability, integrity, and knowledge of the Middleton Chamber of Commerce. As an extension of the office staff, they help to ensure that 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. Through exceeding expectations, Ambassadors have the opportunity to be recognized as "Ambassador of the Month" at Get Moving Middleton, in our Weekly Update newsletter, and on social media. Their primary responsibilities are to assist the Chamber team with staffing events and connecting with new and existing members on a regular basis.

## **Requirements and Expectations:**

- To be current members of the Chamber.
- Have at least 6 months of membership and attend at least 5 professional development/networking events in the last year.
- Participate in scheduled orientation.
- Understand and review the Ambassador Service Commitment Pledge.
- Read Middleton Chamber Weekly Update and Ambassador Weekly Update newsletters.
- Attend 8 monthly Ambassador Committee meetings on an annual basis. If you aren't able to make it, you must let Membership Development Manager know.
- Volunteer for at least three Chamber events/quarter.
- Attend as many Chamber events as possible.
- Follow the Middleton Chamber on social media and SHARE our events and updates.
- Connect with at least 30 members annually.
- Make at least 2 membership referrals/year to Membership Development Manager.
- Able to respond knowledgeably if asked questions about the Middleton Chamber of Commerce.
- Follow the Middleton Chamber Member Code of Conduct.
- Respect the roles of the Staff, Chamber Executive, Committee Members, Board of Directors, and volunteers. The Middleton Chamber of Commerce has a 0 tolerance policy for any disparaging remarks made about the Staff, President & CEO, or Ambassador Committee Members.
- Meet with Membership Development Manager and/or President & CEO upon request.
- Remain open to feedback and coaching so Ambassador reaps all the rewards of the committee.

## **Ambassador Committee Term**

- Ambassadors term is two years, during which they play a crucial role in representing our organization. However, with prior approval, Ambassadors have the option to extend their term for an additional year, allowing for continued dedication to their responsibilities. Following the completion of their two-year term or the approved extension, Ambassadors are encouraged to reapply after a hiatus of two years. This approach ensures a dynamic and diverse committee while providing former Ambassadors with the opportunity to bring their valuable experience back to the team.

## **Professional Benefits**

Ambassadors are added to the Middleton Chamber of Commerce's website, increasing your visibility to our members and the public.

Through your participation in the Ambassador program, you will enhance your career through strategic networking. You will be introduced to our new members and provided contact information not distributed to the general membership; Ambassadors can choose who they'd like to connect with. These connections should enhance your professional visibility in the business community. While attending events and volunteering, you are increasing the visibility of both yourself and your business, potentially expanding your own client base.

## Ambassador Duties – Member First Impressions & Engagement

- Event Participation
  - Get Moving Middleton
  - Business Social Hour
  - Golf Outing
  - Annual Celebration
  - Yearly team-building event
  - Ribbon Cuttings
- New Members:
  - Ambassadors should reach out to all of the new members listed on the new member spreadsheet.
- Ongoing Member Engagement/Retention:
  - On an as-needed basis, Ambassadors may be asked to check in with our current membership.

*Making more connections can only enhance your presence in the business community.*

## Engagement Contacts

If you connect with a member in-person or via phone, please let the Membership Development Manager know.

- **New Member Engagement:** Membership Development Manager will send weekly email to Ambassadors include new member information. It is up to each Ambassador to determine whether they want to **email, call, send a note or visit the new member**. But, reaching out can only add to your professional (and personal) connections. The more connections a new member has with the Chamber of Commerce, the more likely they are to renew. Reaching out to new and existing members is an important part of member retention, and we thank you for all you do.
  - If Ambassador elects to reach out to the new member, it is their responsibility to BCC [archive@middletonchamberwi.chambermaster.com](mailto:archive@middletonchamberwi.chambermaster.com). If Ambassador elects to call, send a note, or stop in, they should let Membership Development Manager know so that the CRM can be updated.
  - Ambassadors are encouraged to tell their membership story and ask questions of the new member. Sample communication script is provided below, but feel free to come up with your own talking points that feel natural to you.

Hi “\_\_\_\_\_”. My name is \_\_\_\_\_ and I’m an Ambassador with the Middleton Chamber of Commerce.

I want to welcome you to the Chamber and see how things are going so far. (or: thank you for being a member of the Middleton Chamber.)

- How are you doing, how’s business?
- What prompted you to join the Chamber?
- Have you attended any Chamber events so far? I plan to attend \_\_\_\_\_ if you’d like to meet up there.
- One thing that really helped me feel connected to the Chamber when my business joined was \_\_\_\_\_ (joining a committee, attending networking events, being part of a micro-group, etc.)
- The **Chamber is a business resource** for you, reach out when you need anything, the staff is there to help. You can call them at any time at 608-827-5797.

# Ambassador Best Practices

## Referral of New Middleton Chamber of Commerce Members:

- The Middleton Chamber relies on referrals of new members. If you connect with a person or business who isn't already a business, please send a warm introduction between the potential member and membership manager. *It is not the Ambassador's responsibility to "sell" a membership* or have in-depth knowledge of our dues structure. Ambassadors need to make at least 2 prospective member referrals/year.

## Referral of New Ambassador Committee Members:

- If you connect with someone you feel may be a good addition to the Ambassador committee, please email their contact info over to the Membership Manager, and the Chamber will take it from there. As of January 1, 2023, any new committee members must be in the Influence, Lead, or Inspire Tier. All members who joined before January 1, 2023, are grandfathered in.

## Get Moving Middleton:

- **Registration (arrive by 7:30 AM):** Assist with finding name tags for those registered, provide name tags for anyone who hasn't registered, have anyone not registered add name and contact info to sign-in sheet.
- **Greeters/New Members (arrive by 7:30 AM):** Welcome people, help new members navigate the event – provide an introduction if needed.
- **Take-down help/float (arrive by 7:45 AM):** Assist Chamber staff with teardown; provide post-event introductions and answer questions.
- **All Ambassadors:** Place an Ambassador table tent at your table to prevent duplicate Ambassadors and Board of Directors at each table. Help facilitate table talk.
  - Play the role of host/hostess: Make sure guests and members feel welcome:
    - Ask them what business they are with and introduce yourself!
    - Know where the beverages, continental breakfast, coat rack and how the table of treasures works.

## Business Social Hour:

- **Registration:** Register guests and members, making sure non—registered attendees sign in and fill out a name tag
- **All Ambassador Attendees:** Ensure guests and members are having a good time. Greet people, engage with them. Play the role of host or hostess.

## Ribbon Cutting:

- **All Ambassadors:** Mingle, introduce yourself, congratulate the member on their opening/remodel, assist with ribbon cutting by participating in holding the ribbon or taking pictures.

## Staff Role:

### New Ambassadors:

- Reach out to members to gauge interest in the program; conduct interviews; onboard
- Conduct new member orientation
- Check in with new Ambassador after first three months to ensure things are going well and there are no questions

### Monthly Meetings:

- Discuss upcoming events:
  - Fill volunteer spots

- Provide content for meetings (ideas: City of Middleton and school district updates, Member, Ambassador or Board presentations (i.e., social media strategies, effective networking, business trends, real estate trends, etc.)
- Meet individually with Ambassadors on at least a yearly basis
- Review Ambassador connection report to ensure all Ambassadors are connecting with members

**Current Ambassadors:**

- With President & CEO, monitor Ambassador performance and provide coaching if needed
- Determine Ambassador renewals with President & CEO
- Choose Ambassadors of the Month

## Ambassador Recognition Program:

Ambassadors have the opportunity to be selected as Ambassador of the Month. Recognition will be based on participation on the committee, new member referrals, participation in Chamber events (virtual AND in-person), and engagement with the business community.

I acknowledge I received a copy of the Ambassador Handbook.

\_\_\_\_\_

Name

\_\_\_\_\_

Date