



Thank you for being an Athens Area Chamber of Commerce Ambassador! Ambassadors are the Chamber's public relations team and are highly visible throughout the Chamber and community. The Chamber of Commerce is the voice of business. By connecting, innovating, and growing opportunity for all, the Chamber is laying the foundation for tomorrow's workforce and economy. In the Ambassador role, you serve as an extension of that mission. In this packet, you will find a description of the ambassador role. You will also find a point sheet used to award an Ambassador of the Month and Ambassador of the Year! Please feel free to contact me or your Ambassador Chairs with any questions or suggestions.

Sincerely,

Marissa Chastain
Director of Membership & Marketing
Athens Area Chamber of Commerce

2023 AMBASSADOR TEAM



Zander Mason,
Raymond James
Ambassador Chair



Janet Estrada,
Janplan Properties
Ambassador Co-Chair

Alesia Mitchell, South State Bank
Alison Walker, The Classic Center
Allison Clower, UGA SBDC
Audrey VanPelt, Legacy Chiropractic
Bridget Burke, Urban Sanctuary
Brooke Waters, Oconee State Bank
Colleen Craven, Books for Keeps
Develon Davis, Peach State Federal Credit Union
Evan Elder, Synovus
Holly Fields, Heartland
Jeff Harkins, Edge Business Solutions
Kim Keegan, Ashton Hope Keegan Foundation
Lauren Turner, Synovus
Lorie Petersen, BankSouth
Peter Stoddard, Rotary E-Club of the South
Phillip Bruce, Athens Convention & Visitors Bureau
Robin Welch, Lamar
Robin Woodall, Broad & Main
Samuel Vaughn, Velocity Technology Partners
Tex Bagley, 3 Tree Realty
Thelma Collins, ABB
Winston Gibbs, EXIT Realty
Chamber Staff Liaison: Marissa Chastain

AMBASSADOR ROLE

Our Ambassadors serve as the first line of contact with new members, to meet and greet attendees at functions, and to serve as ambassadors for business. They are critical to the success of the Athens Area Chamber of Commerce

MISSION

To increase Chamber member retention by improving communications with our membership and increasing membership engagement

BENEFIT

Increased visibility, regularly meeting with Chamber decision-makers, recognition from the Chamber & business community, gaining business contacts/leads, and more!

REQUIREMENTS

- Renewal calls to members
- Attend ribbon cuttings and other Chamber events regularly
- Attend monthly ambassador meeting
- Serve as an event volunteer

EXPECTATIONS

Reinforce the benefits of membership to your business connections and help grow the Chamber's member base. If you are no longer able to fulfill ambassador duties, let your chairperson know.



MEMBER OUTREACH

The sample script below is a suggested starting point for your engagement with new or renewing members, but please incorporate your own experience with membership to personalize your message!

I am [Name, Company], a Volunteer Ambassador with the Athens Area Chamber of Commerce. We are honored to have you as a Chamber member. I am glad to answer any questions you might have about the organization and making the most of your membership.

Please know that the Chamber values your membership and as the driving force for economic development in our region, I believe you have made a wise decision in supporting the Chamber.

Regards,

[Name]

AACOC Ambassador

Best Practices:

- Familiarize yourself with the dates of upcoming Chamber events
- Listen closely and ask for feedback. Share feedback with Chamber staff so that they can address member concerns or suggestions.
- Be prepared to leave a great voice mail message. Generally, only 30 percent of all calls reach the intended party on the first try.
- Introduce yourself and ask them if they have a few minutes. Let them know you are going to keep it short. If they say it is a bad time, simply ask for a more convenient time to talk.
- Make an endorsement. Tell them why your company is a member of the Chamber.
- Always thank them for their time and for their Chamber membership.

Member information for retention calls/emails can be found on this [Google Document](#).





Name: _____ Month: _____

	<i>Points</i>	<i>Total Earned</i>
Closed Membership Sale from Referral	250	_____
Bring a Non-Member to a Chamber Event	150	_____
Attend a Ribbon Cutting	100	_____
Attend Monthly Ambassador Meeting	50	_____
Attend a Chamber Event	25	_____
Completed Renewal or Welcome Call	15	_____

Month Total :