

AMBASSADOR

TRAINING

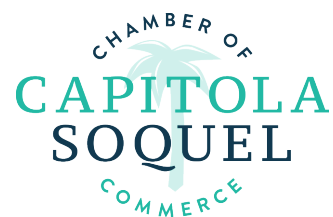
We help local businesses and founders feel seen, supported, and set up to thrive - at every stage of their journey. Through creativity, connection, and community-building, we amplify local visibility, foster meaningful relationships, and strengthen the unique economy of Capitola and Soquel.

WHAT IS AN AMBASSADOR



A Capitola-Soquel Chamber Ambassador is a dedicated volunteer who represents the Chamber at events, welcomes new members, and supports member engagement and retention.

Ambassadors serve as the friendly face of the Chamber, helping connect businesses, promote involvement, and strengthen the local business community.



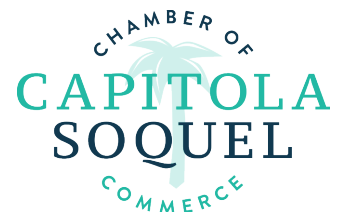
Ambassador Program Mission Statement



The mission of the Capitola-Soquel Chamber of Commerce Ambassador Program is to create strong connections, meaningful engagement, and unwavering support within our local business community.

As proud volunteers of the Capitola-Soquel Chamber of Commerce, we serve as trusted liaisons between the Chamber and its members - promoting economic growth, celebrating business success, and enhancing the overall member experience.

Our goal is to empower businesses to thrive while creating a lasting, positive impact throughout the City of Capitola and Soquel.



REQUIREMENTS



- Current member in good standing
- Attend Chamber events
- Welcome and engage with new members
- Promote Chamber events and initiatives
- Help with events and volunteer tasks when needed
- Encourage fellow Chamber members to get involved
- Represent the Chamber professionally in the community and at business functions
- Participate in monthly Ambassador meetings
- Demonstrate leadership and enthusiasm while supporting the Chamber's mission and goals



BENEFITS

NETWORKING

Ambassadors have a unique opportunity to network and meet like minded leaders in the business community. One-on-one interactions create valuable relationships for your business.

CONNECTIONS

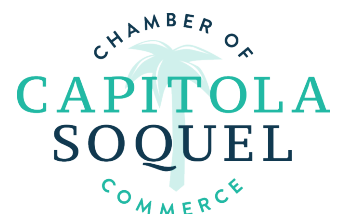
Ambassadors often collaborate with other Ambassadors and Chamber members. Teamwork can lead to strong professional relationships and a sense of community. Serving as an Ambassador sets the path for possibly serving on the Chamber Board of Directors.

VISIBILITY

Ambassadors receive recognition in Chamber communications, website, and events, showcasing their personal and professional reputation. Ambassadors have increased credibility and trust with other business owners and the business community as a whole.

DEVELOPMENT

Gain experience in public speaking, relationship-building, and community outreach - great for personal growth and your résumé.



HOW CAN I SERVE?

VOLUNTEER

- Annual Awards Gala (March)
- Capitola Art and Wine Festival Kick-Off (May)
- Capitola Art and Wine Festival (September)
- Halloween Parade (October)
- Surfing Santa (December)
- Luncheons & Mixers (Quarterly throughout the year)
- Support business Grand Openings & Ribbon Cuttings (all year)

DELIVERIES

- New Member plaques
- Milestone Certificates

NEW MEMBER REFERRALS/RETENTION

- Refer Vendors, Customers and Other Businesses
- Engage with current members and encourage engagement





LUNCHEONS, MIXERS & ANNUAL AWARDS GALA

1st SHIFT - SET UP

- Display brochures, sponsor items, acrylic displays, centerpieces, backdrops, exhibitors

ROLES

Table Ushers

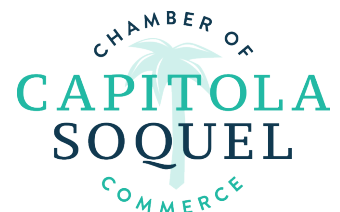
- Walk New/Milestone members to their designated tables

Door Greeters/Door Monitor

- Welcome Members, monitor main door

2nd SHIFT - CLEAN UP

- Display brochures. sponsor items, acrylic displays, centerpieces





GRAND OPENING RIBBON CUTTING CEREMONIES

ATTEND IN SUPPORT

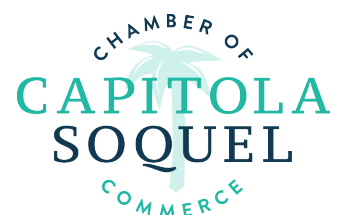
- Increases audience for ceremony
- Shows business support and sense of community

CERTIFICATE PRESENTATION

- Present certificate to business owner from office of local elected official

BUSINESS FOLLOW UP

- Opportunity to connect with business after event. Fortune is in the follow-up!





PLAQUE/CERTIFICATE DELIVERIES

ATTEND IN SUPPORT

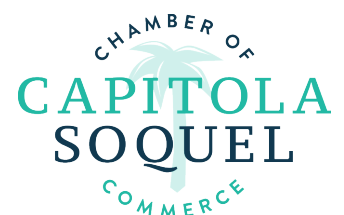
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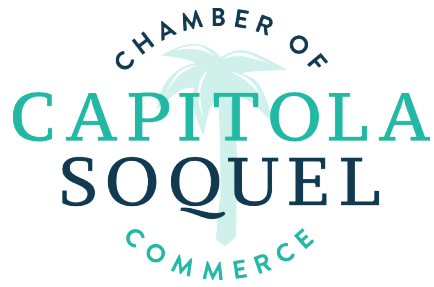
AMBASSADOR MEETINGS

- **Held on the second Thursday of every month**
 - **5:00pm**
- **Must attend to keep the group's camaraderie and connection**
 - **Point based towards Ambassador of the Year**



WHAT TO EXPECT AT MEETINGS

- Lunch
- Themed
- Ambassador Presentation
- Updates
- Gift card raffle
- Trivia
- GMC sign up and certificate/plaque deliveries
- Networking



WHAT'S NEXT

- Complete Application
- Attend an Ambassador Meeting
- Attend Ambassador Training
- Headshot and Bio
- 3 Month Onboarding Period
- Attend 3 Ambassador meetings
- Attend GORC
- Volunteer at event(s)
- Ambassador Badge

Get In Touch

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