

RIVER FALLS CHAMBER OF COMMERCE

**AMBASSADOR
HANDBOOK**

2021



CHAMBER OVERVIEW

The River Falls Chamber of Commerce and Tourism Bureau is a membership organization that has been proudly promoting and supporting the River Falls community since 1955. That commitment is demonstrated in the Chamber's mission statement: "The River Falls Chamber of Commerce and Tourism Bureau connects, promotes, and supports its members to further enhance the local economy and cultivate a sense of community."

Our 300+ strong membership base ranges from large corporations and local non-profits to sole proprietorships headquartered and/or doing business in our surrounding community. These members use our Chamber as their resource for relationship building, robust educational opportunities, diverse programming, promotional opportunities, residential and visitor referrals, and visitor and relocation information to hundreds of people each year.

STAFF

Russ Korpela, Executive Director

- russ@rfchamber.com

Marissa Bazey, Event & Program Manager (*Staff Liaison*)

- marissa@rfchamber.com

Abby Rohan, Marketing & Communications Specialist

- abby@rfchamber.com

INVESTMENT

New members will have the opportunity to choose a membership package that best fits their individualized needs from our Tiered Dues Investment Structure. You are encouraged to contact existing or new businesses and explain the benefits of Chamber membership. Potential new member brochures are available at the Chamber office.

PARTICIPATION

Upon joining the Chamber, it is our hope that all members will become actively involved in a Chamber committee, event, and/or function by identifying areas of interest to them and becoming involved where able. The Chamber is a volunteer-driven organization, so input and volunteer participation from our members is extremely important. Ambassadors are often called upon to encourage other members to get involved as well as support various Chamber committees, events, or functions as able.

When joining the Chamber, you join a group of people that share common interests and work together to make the River Falls area a better place to live, work, and grow. You also hire the organization to do this work FOR YOU if you do not have the time. The Chamber's strength lies in sharing membership information with the greatest members of businesses and individuals, creating a pool of resources from which to draw ideas, energies, and finances.

Please feel free to reach out to Chamber staff for more information and marketing materials on becoming a member of the River Falls Chamber of Commerce and Tourism Bureau.

AMBASSADOR COMMITTEE

MISSION STATEMENT

Ambassadors promote goodwill and communicate the mission of the River Falls Chamber of Commerce and Tourism Bureau (Chamber) to new and existing members; encourage all members to get involved with the Chamber; and serve as a liaison between Chamber staff and the membership.

STATEMENT OF PURPOSE

The Ambassador Committee is the public relations group of the Chamber. The Ambassadors have four main objectives:

1. Welcome new members to the community
2. Visit and mentor existing members
3. Actively recruit new businesses for the Chamber
4. Act as the official host group for the Chamber

POLICIES & PROCEDURES

MEMBERSHIP REQUIREMENTS

Ambassador membership is restricted to individuals who are members, or whose employer is a member, of the Chamber and in good standing. A minimum two-year commitment is requested. The recommended size of the Ambassador Committee is equivalent to 10% of the membership base, with no more than two representatives from one business.

All new Ambassadors must submit an application as well as review and sign the 'Membership Expectations' form prior to officially being appointed to the Ambassador Committee.

To become an active member of the River Falls Chamber of Commerce and Tourism Bureau Ambassador Committee, an individual must:

1. Be employed by a Chamber member in good standing
2. Review and sign the Membership Expectations form
3. Provide a two-year minimum commitment
4. Attend monthly committee meetings, business visits/ribbon cuttings, and other Ambassador activities throughout the year (ambassadors must be able to commit to a minimum of two hours/month)

MONTHLY MEETINGS & VISITS

Monthly committee meetings and business visits are held the second Thursday of each month. A lunch meeting takes place at 12:00p at various Chamber member locations followed by a business visit and/or ribbon cutting. **Ambassadors are responsible for attending both the meeting and visit at least six times per year.**

A Lead Ambassador will be assigned to facilitate the visits with each member. Ambassadors are required to serve as a Lead at least once per year.

Additional ribbon cuttings may be scheduled by Chamber staff throughout the year. **Ambassadors are responsible for attending at least 6 ribbon cuttings per year.**

Ambassadors who have 2 unexcused absences (no communication from the Ambassador to the Chamber staff liaison prior to the missed meeting) will be dismissed from the committee.

BENEFITS & RECOGNITION

- Increased name and face recognition for you and your business or organization (photos from business visits and ribbon cuttings are included in Chamber newsletters and on social media)
- Excellent networking opportunities and introductions to local business and community leaders
- Stay up-to-date on the local business community and Chamber happenings
- Recognition on the Chamber website
- Monthly Ambassador Spotlight posts on social media and in Chamber Connection newsletters
- The 'Ambassador of the Year' Award recognizes an Ambassador for outstanding contributions to the group and to the business community
- Official Chamber Ambassador name badge (must attend two consecutive monthly meetings)

COMMITTEE OFFICERS

The Ambassadors shall annually elect a Vice Chair who will assume the position of Chair for the following year. The duties of the Vice Chair include assisting the Chair and discharge duties of the Chair in the event of an absence as well as take meeting minutes and send them to the Chamber staff liaison.

The duties of the Chair include facilitating all monthly meetings, having general supervision, direction, and management of the affairs and business of the group under the direction of the Chamber Board of Directors, overseeing the "Functions" of the Ambassadors, working with the Chamber staff liaison to communicate activities and concerns of the Ambassadors to the Board of Directors and attend monthly board meetings.

The duties of the Chamber staff include attending each monthly meeting and business visit and working with the Chair to communicate to the Chamber Board ongoing activities and concerns of the Ambassadors.

FUNCTIONS

- Attend ribbon cuttings and business visits as an official representative of the Chamber
- Greet and welcome new and current Chamber members and introduce them to other members at Chamber networking events
- Assist at member networking events - registration, set up, fundraising activities, etc.
- Volunteer at community festivals and events planned by the Chamber
- Invite members to events such as Chamber Coffee, Business Breakfast, Business Unwind, and other Chamber events
- Mentor new members by encouraging their participation in Chamber committees
- Engage on social media - like/share/comment on Chamber Facebook posts as well as member posts
- Help educate and assist new, current, and potential members about the benefits and services of Chamber membership
- Deliver potential member packets to River Falls businesses

MEMBERSHIP APPLICATION & EXPECTATIONS FORM

Thank you for your interest in becoming a River Falls Chamber Ambassador!
Please complete this application, review and sign the form, and return to the Chamber office.

Name

Business or Organization Name

Email Address

Phone Number

1. What goals and objectives do you hope to achieve as an Ambassador? Please feel free to describe both personal and business goals for joining this committee.

2. List up to three organizations in which you have been or are currently active and any leadership responsibilities/positions held.

3. Describe how you feel the Chamber benefits the River Falls area and businesses.

4. List any River Falls Chamber of Commerce events and activities that you have actively participated in.

As previously noted, Ambassadors must commit to a minimum of two hours per month to be an active member of the committee. Ambassadors are expected to attend monthly business visits, ribbon cuttings, and other Chamber events. Therefore, participation requires a commitment on both the part of the Ambassador as well as his/her business or organization. All Ambassadors must have the support and commitment of their employer to participate.

Ambassadors are expected to represent the Chamber with utmost professionalism at networking events as well as community festivals; create goodwill and be a positive force in the community; be an active and supportive member of the Ambassador committee, wear a Chamber name badge at events and member visits; and, comply with the policies and procedures of the River Falls Chamber of Commerce and Tourism Bureau.

It is my desire to serve the River Falls Chamber of Commerce and Tourism Bureau as an Ambassador for at least two years. In doing so, I understand that I am making a commitment to the Chamber and the Committee. As an Ambassador, I agree to and will do my best to adhere to the policies, procedures, and functions outlined within this handbook.

Signature

Date

All applications will be kept confidential. For questions or more information regarding the Ambassador Committee, please contact Marissa Bazey at marissa@rfchamber.com or call 715-425-2533.

715-425-2533
215 W Maple Street River Falls, WI 54022
info@rfchamber.com
www.rfchamber.com

