

# MACC Ambassador Handbook



**Purpose:** To develop and lead the business community with one clear voice.

**Mission:** To provide the vision, support, and resources to develop business.

**Vision:** To champion our community and nurture an economic environment where business prospers

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# Ambassador Program

## **Welcome to the Madison Area Chamber of Commerce Ambassador Program!**

The Madison Area Chamber of Commerce Ambassador Program promotes Chamber benefit awareness while encouraging members to become more involved in our organization. Our Ambassadors are essential to the vision, mission, and purpose of the Madison Area Chamber of Commerce.

Ambassadors are members who have volunteered to serve as liaisons between the Chamber, its members, and the community. The Ambassador Program plays an essential role in member recruitment, communication, and retention. Each Ambassador is charged with conveying member needs, questions, and concerns to Chamber staff, connecting the Chamber with our members' needs, desires, and expectations. Our goal with the Ambassador Program is to ensure all new and existing members feel they are welcome and a part of the Madison community.

## **Ambassador Program Mission and Goals:**

The primary mission of the Madison Area Chamber of Commerce Ambassador Program is to serve as welcomers at various Chamber functions, as well as aid in the retention of existing members and recruitment of new members. The Ambassadors strive to positively represent the Chamber by exhibiting the highest degree of professionalism, knowledge, and integrity to our members and the business community.

For its overall goal, the Ambassadors embody continued personal membership interaction, continuous Chamber visibility, and overall positivity. To achieve this mission and goal, the Ambassadors participate in the following meetings, events, and activities:

- Ribbon Cuttings
- Ambassador Meetings
- representation at various Chamber events
- New member visits/calls/emails
- Member retention visits/calls/emails
- Volunteering at Chamber events
- Attending additional committee meetings
- Participating in the Chamber's Welcoming Committee for new businesses and business professionals
- Assisting in organizing the Madison's Young Professionals group

# Requirements & Responsibilities

## How to become an Ambassador?

- Be a current member or employed by a member in good standing
- Have your employers approval to participate in the program
- Submit an Ambassador application and be approved. Applications are reviewed as needed by a committee composed of the Ambassador Chair, one Board member, and one staff member
- Participate in the yearly Ambassador Orientation Meeting
- Promote the Chamber in a positive manner
- Ambassadors may reapply to the Ambassador Program for additional terms (reevaluated every December)

## Ambassador Responsibilities:

- Attend a minimum of 7 Ambassador meetings (held on the 2ed Monday of the month at 11:30)
- Understand and be able to communicate Chamber membership benefits
- Facilitate communication between Chamber staff and Board of Directors with the Chamber's membership
- "Network" for fellow members by promoting their business and services
- Serve as a liaison between the Chamber and new members
- Represent your organization as well as the Chamber
- Attend Chamber events whenever possible and serve as a Chamber representative at these events and functions

## Chamber Responsibilities to the Ambassadors:

- Training on the skills and information required to complete Ambassador Responsibilities
- Access to critical Chamber information needed to serve as an Ambassador
- Respond to Ambassador requests to follow up with new, existing, and potential members
- Acceptance of feedback presented by Ambassadors
- Recognition for a job well done
- Award Ambassador of the Year
- Ambassador Spotlights
- Ongoing support
- Provide various networking opportunities for Ambassadors

# Benefits of the Ambassador Program

The Ambassador Program is designed to benefit the Ambassador and their employer, the Chamber, and Chamber Members.

## **How the Program Benefits Ambassadors:**

- Increased name and face recognition for individuals and their businesses
- Increased networking opportunities, including but not limited to:
  - Connecting one-on-one with new and existing members
  - Gaining referral opportunities through other Ambassadors
  - Volunteering at or attending various events on behalf of the Chamber (both Chamber and Community events)
- Potential media coverage from attending Chamber events
- Opportunity to get insider's perspective of the local business community
- Opportunity to meet local business, community, and state leaders
- Opportunity to help and support the community
- recognition via "Ambassador of the Year" and "Ambassador Spotlights"

## **How the Program Benefits the Chamber:**

- Increased visibility within the community
- Better understanding of membership needs
- More involvement of existing Chamber Members
- Ability to manage events more effectively
- Increased recruitment opportunities
- Member retention

## **How the Program Benefits Chamber Members:**

- Increased access to points of contact who can provide assistance and answer Chamber related questions
- Continuous Chamber communication
- Potential for increased referrals
- Members will feel more connected to the Chamber and its initiatives

# Ambassador Policies

## **Confidentiality:**

Members of the Ambassador Program will likely have access to confidential and proprietary information related to the business of the Chamber, including specific economic development and other initiatives of the Chamber.

Therefore, members of the Ambassador Program shall keep all such confidential and proprietary information in the strictest confidence and shall not, either during or after their service to the Madison Area Chamber of Commerce, disclose any such confidential and proprietary information until (i) such information becomes known or available to the general public, or (ii) such information is publicly disclosed by the Chamber (in each case without being disclosed or released by members of the Ambassador Program). For purposes of this Policy, confidential and proprietary information includes, but is not limited to, Chamber financial information, Chamber strategic plans, business and marketing plans, lists of Chamber members and prospects, and similar information.

Upon leaving the Ambassador Program, each Ambassador shall return to the Madison Area Chamber of Commerce, any and all property belonging to the organization.

## **Conflicts of Interest:**

All members of the Ambassador Program should be scrupulous at all times in avoiding a real or potential conflict of interest with regard to the interests of the Chamber and its members. One of the key objectives of this policy is to help recognize in advance circumstances that could be viewed as a real or potential conflict of interest. It is not the objective of the Madison Area Chamber of Commerce to interfere with the separate business interests of members of the Ambassador Program.

## **Ambassador Terms and Renewal:**

Each year in December, existing Ambassadors will be sent a form to complete and return that renews their commitment to serve the Madison Area Chamber as an Ambassador. Current and potential Ambassadors will be evaluated by the Ambassador Chair, Board Member liaison, and Chamber Staff before final approval. Shall there be any additional or modified requirements, rules, etc., they will be clearly stipulated on the commitment renewal form. New Ambassadors may apply to the program at any time throughout the year.

# Ambassador Policies (cont.)

## **Ambassador Resignation**

An Ambassador may resign at any time. Resignation from the Madison Area Chamber Ambassador Program must be submitted to Chamber staff in writing or by email. Ambassadors who are not active in Chamber and Ambassador programming may not be considered for renewal and could be removed from the Ambassador roster.

## **Ambassador Termination:**

Shall there be a need to terminate an Ambassador for not "exhibiting the highest degree of professionalism, knowledge and integrity to our members and the business community," the President of the Chamber Board of Directors, the Board Member liaison, Chair of Ambassadors, and the Executive Director will meet with the Ambassador to discuss other opportunities of service to the Chamber.

# Committees

The Madison Area Chamber of Commerce leads several committees. Some of these committees exist as a public relations arm for the benefit of Chamber Members, others exist for event assistance. below is a list of committees which are open for Ambassador involvement.

- General Events & Networking
- Gold Scramble
- Marketing
- Membership Value
- Soup, Stew, Chili & Brew
- Welcoming Committee
- Young Professionals