



AMBASSADOR HANDBOOK

DAKOTA COUNTY REGIONAL CHAMBER

dakota county regional
CHAMBER OF COMMERCE

WHO ARE THE AMBASSADORS?

The Ambassadors are a team of professionals who volunteer their time to help promote the Dakota County business community and support Chamber functions. They are a group of enthusiastic members who act as the welcoming arm of the Chamber to ensure that the membership is being served.

Ambassadors project a positive image for the company they represent as well as for the DCR Chamber. They perform a variety of duties in the Chamber, and their main functions are to help promote Chamber members and make DCR Chamber events successful and enjoyable for attendees. Ambassadors are considered the PR arm of the Chamber, engaging positively during interactions with new members, at events, and during ribbon cutting celebrations.



Mission Statement

It is the mission of the DCR Ambassador Program to promote member commitment and engagement, thereby increasing retention and attracting new membership.

Ambassador Eligibility

Ambassadors must be an employee, owner, or representative of a member in good standing with the DCR Chamber.

Committee Meetings

Ambassador Committee meetings are held bi-monthly. Business conducted at the meeting will include agenda items, call reports, call assignments, regional updates, and Chamber activities.



AMBASSADOR RESPONSIBILITIES

- Actively attend bi-monthly Ambassador Meetings.
- Welcome new members to the Chamber.
- Attend Ribbon-Cuttings and Open Houses for new businesses and members (at least one per month). Ambassadors will be notified of these activities through electronic scheduling and the Chamber's events calendar. Maintain a visible presence at Chamber events.
- Stay informed of Chamber activities by reviewing the monthly calendar, *Weekly Update* e-newsletter, and website.
- Attend one *Meet the Chamber* event per year.
- Volunteer to assist staff at various Chamber events and activities.
- Be the eyes and ears in the community for new member prospects. Send Laura pics/names/contacts.
- Contribute content for social media. Could be from chamber events, but also pictures or news about members or other relevant content from community.
- Help brand the DCR Chamber as the leading voice for the business community in Dakota County by inviting and sharing information to non-members.

Most important - **HAVE FUN!**

AMBASSADOR BENEFITS

Ambassadors on Website

The Ambassadors will be placed on the DCR Chamber website (under About Us/Ambassadors), including their picture, company name, and contact information.

<https://www.dcrchamber.com/board-copy>

Name Tag

A complimentary name tag will be given to Ambassadors. Replacement name tags will cost \$10 to the Ambassador.

Recognition

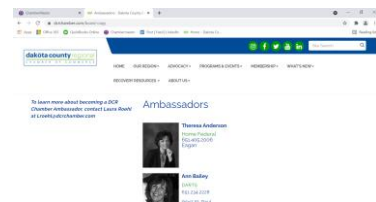
Ambassadors will be recognized at ribbon cuttings, grand openings, and Meet the Chamber programs.

Ambassador of the Year

The *Ambassador of the Year Award* is based on exceptional committee performance and nominated by the Ambassador members and DCR Chamber staff. The *Ambassador of the Year* will be recognized in the *Weekly Update* e-newsletter to members.

\$50 Member Referral

Ambassadors will receive a \$50 gift card from a Chamber restaurant of their choice when they refer a member that joins the Chamber.





AMBASSADOR NEW MEMBER CALLS/VISITS

New members will be called or visited by Ambassadors to promote engagement and retention within the Chamber.

A list of new members will be provided by the Chamber to the group for distribution. Business visits shall occur within the first month of membership for new members and be reported to the office.

Call Guidelines:

- Welcome the member and thank them for their commitment to the Chamber and for investing in the community.
- Offer an Ambassador team visit to learn more about the business and help engagement.
- Photos of the visit are recommended. Email Laura after the call is made – include “XYZ Company Ambassador Call” with photo of visit to share with membership in the *Weekly Update* e-newsletter.
- Invite new members to Chamber events, agree to meet them at the door and introduce them around the room.

Reminder: Ambassadors are prohibited from making hard core sales pitches while making a Chamber call. If the member initiates a conversation about your service or product, it is then appropriate to provide information and/or conversation.

ABOUT THE CHAMBER

[What is a Chamber of Commerce?](#)

A chamber of commerce is an association of business people organized to promote the welfare of their community, especially its commercial interests. It is a non-profit mutual benefit corporation of voluntary membership that invests time and money to carry forward initiatives and programs relevant to members' needs, and that affect the orderly growth and development of the region.

[DCR Chamber's Service Footprint](#)

The DCR Chamber regionally represents over 500 members from all categories of business, non-profit and community partners throughout Dakota County. The DCR Chamber also locally serves the cities of **Farmington, Rosemount, Egan, Mendota, Mendota Heights, Lilydale, and West St. Paul**; along with the **Townships of Castle Rock, Empire, Eureka, and Hampton**.

Membership in the DCR Chamber provides members opportunities to expand their network, raise their visibility, promote their business, develop leadership and professional skills, and help influence local and regional initiatives.

[Why be a Chamber Member?](#)

Because it will open the door to new business opportunities, essential business advice, information and expertise, extensive networking opportunities, as well as access to key decision makers for assistance in solving business issues. The DCR Chamber works daily to support a strong local and regional economy, to develop an effective workforce to meet businesses' future staffing needs and to create business-friendly environment at all levels of government.

[Is the Chamber Part of City/County Government?](#)

No. This is a very common misconception. Although the DCR Chamber and the City/County are partners, the DCR Chamber is an organization of businesses and not part of the city or county government. City/County government is a corporate body for a community; a chamber is a free-standing, independent business organization.



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Questions? Ask Laura at
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Membership Booklet

Contains benefits and opportunities with the chamber. Go to:

www.dcrchamber.com

Under "Membership" tab –
Membership Benefits