

**Chamber Mission** | *“Promote business, tourism, recreation, economic development and improve the quality and standard of living in Aransas Pass.”*



## Ambassador Program Guidelines

### **Purpose:**

Being an Ambassador for the Aransas Pass Chamber of Commerce is an important role. For new members especially, you will be one of the first people they meet! As a representative of the Aransas Pass Chamber of Commerce, ensuring that new and current members have a great experience is the primary role of an Ambassador.

### **What does an Ambassador Do?**

Ambassadors are volunteers who help promote the Aransas Pass Chamber of Commerce business community and support chamber functions. Projecting a positive image, assisting with volunteer roles at events, and reaching out to welcome new members are among the primary activities of an Ambassador. Examples of Ambassador tasks include: welcoming new members, inviting members to events, assisting with event registration, greeting attendees, and attending & holding the ribbon at ribbon cuttings.

### **Why become an Ambassador?**

**Being an Ambassador is one of the easiest and most enjoyable ways to increase visibility for you and your business.** The most important role is to show support to new members and encourage other businesses to join and receive the great benefits that have proven to work for you. This is also a solid way to build business relationships with members. And, because the role includes volunteering at events, you'll often be seen in the published photos, have the distinguished role of introducing members to each other, and celebrate with new and expanding businesses at their ribbon cuttings. If you plan on attending events anyway, or wanting to build and grow your business contacts, being an Ambassador just makes sense.

### **Requirements:**

- Complete and return the Ambassador application
- Meet as a committee the first Tuesday of January, March, May, August & October
- Adopt new members and complete a welcome checklist
- Volunteer at chamber events and community outreach booths
- Meet or exceed the minimum requirement of annual activity (see Ambassador Points)
- Obtain at least one donated gift that can be provided to outstanding committee members or other recognition efforts throughout the year

#### **Aransas Pass Chamber of Commerce**

130 W Goodnight Ave Aransas Pass, TX 78336

361-758-2750 | [www.aransaspas.org](http://www.aransaspas.org) | [memberservices@aransaspas.org](mailto:memberservices@aransaspas.org)

## Ambassador Points

Ambassadors can earn recognition and rewards through their involvement. The following point system will be used:

### Activity Points

#### Event Attendance

- Attend a ribbon cutting or groundbreaking 4 points
- Attend the annual banquet 2 points
- Attend luncheon 2 points
- Attend a business after hours or panel discussion 2 points
- Attend special or other event not noted above 2 points
- Wear name tag at event or function 2 points

#### Ambassador Roles

- Volunteer at an event (instead of attendance points) 4 points
- Attend committee meeting 2 points
- Obtain a donated item for an event or recognition 2 points

#### Chamber Growth

- Recruit a new chamber member (must join for credit) 10 points
- Bring a new member or prospect to member orientation 4 points (each guest)
- Participate in a pop-in visit with chamber staff 1 point (per visit)

#### Extra Credit

- Recruit a new ambassador 5 points
- Interview a member on face book live 2 points
- Welcome speech ribbon cutting 2 points
- Call a new member and welcome them to the chamber 2 points

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## Ambassador Awards

Ambassadors can earn the following recognition and rewards through their involvement. Below is how awards and rewards will be determined:

### Awards

**Monthly Star Performer** – The top point-scoring Ambassador each month will be rewarded with a gift certificate or other member-donated prize at the monthly committee meeting.

**Quarterly Ambassador Award** – The top 3 highest point-scoring Ambassadors will be in the running for the quarterly Ambassador award and a newsletter spotlight. Ambassadors can win this award once per year.

**Ambassador of the Year Award** – The top 3 highest point-scoring Ambassadors as of December 31<sup>st</sup> will be in the nomination pool for the Ambassador of the Year Award to be awarded at the Annual Celebration.

### Rewards

Earning a certain number of points in a quarter or annually will also reward an Ambassador

<b>Quarterly Bonus</b>	<b>20 points</b>
2 complimentary seats to a chamber luncheon	
<b>Annual Bonus</b>	<b>60 points</b>
2 complimentary tickets to the Annual Celebration and VIP reception	

### Ambassador Good Standing

Ambassadors must achieve a minimum number of points each quarter, and annually, to remain an Ambassador. Those falling short of the minimum 2 consecutive quarters or for the year must sit out the remainder of the year, but may reapply for the following year.

<b>Quarterly Minimum</b>	<b>10 points</b>
<b>Annual Minimum</b>	<b>40 points</b>

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## Ambassador Application

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Business Phone Number

\_\_\_\_\_  
Cell Phone Number

\_\_\_\_\_  
Email Address

I'm currently an Aransas Pass Chamber Member: (Circle one) YES! / No

I consent to being an Ambassador for the Aransas Pass Chamber of Commerce and plan to fulfill the terms and duties as outlined in the Ambassadors Handbook.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*