



TROY AREA CHAMBER OF COMMERCE

AMBASSADORS COMMITTEE

MISSION OF THE CHAMBER OF COMMERCE

The mission of the Troy Area Chamber of Commerce is to empower prosperity for Troy, Ohio.

PURPOSE OF THE AMBASSADOR COMMITTEE

To promote good will and serve as a public relations unit for the Troy Area Chamber of Commerce. The Troy Chamber Ambassadors will help strengthen the Troy Area Chamber of Commerce by assisting the Board of Directors in membership development.

OBJECTIVES OF THE AMBASSADOR COMMITTEE

1. To promote fellowship within the Troy Area Chamber of Commerce and interact and educate members of the Chamber.
2. To serve as the public relations team for the Chamber through ribbon cuttings and member visits.
3. To act as a representative of the Chamber at all official Chamber functions – to assist, meet and greet existing and prospective members at Chamber events, such as Chamber luncheons, Ribbon cuttings, Annual dinner, etc.
4. To create working relationships with the new member of the chamber and encourage them to participate in Chamber events throughout the year.
5. To promote the Chamber to non-members.

ELIGIBILITY

To be eligible to apply to be an Ambassador of the Troy Area Chamber of Commerce, one must meet the following requirements:

- Be an active representative of a TACC member in good standing
- Complete the Ambassador Commitment form and pay the appropriate fees
- Agree to uphold the values and represent the TACC in the community

The membership of the Ambassadors will be limited to 30 members. The term served will be open as long as the Ambassador remains active as described below. The Ambassador may at any time choose to end his/her Ambassador commitment by giving notice to the Chairperson and the Chamber. Typically, there will only be one Ambassador per Chamber-member-company/agency.

FEES

Initial Registration Fee – The Initial Registration fee shall be \$50.00. This fee includes the purchase of Ambassador Name tag, business cards (if needed) and recognition on TACC website.

Annual Renewal Fee – The Annual Renewal fee acknowledges the Ambassadors Commitment to the Ambassador program and will include recognition on the TACC website and replacement business cards, as needed.

ANNUAL REQUIREMENTS

To remain an Ambassador of the Troy Area Chamber of Commerce, one must meet the following requirements:

- Complete the Ambassador Commitment form and pay the annual fee
- Continue to meet the attendance requirements on a six (6) month and annual basis
- Remain an active representative of a TACC member in good standing

Attendance Requirements are as follows:

During each 6 month period:

- Attend 50% of Ribbon Cuttings
- Attend 50% on Monthly Luncheons
- Attend one (1) Event

Annually:

- Volunteer for a the Annual Golf Outing
- Assist with welcoming and thanking new members
- Attend a Blitz Day or Cash Mob

If this is not possible, the Chairperson will follow up with the Ambassador to mutually determine whether the Ambassador should continue in his/her role as an active Ambassador. Since the Ambassadors are the official visible arm of the Troy Area Chamber of Commerce, a member is expected to be active and available.

DRESS CODE

The Ambassadors' uniform consists of a red jacket (red polo) and TACC issued nametag. The attire should be worn at all official functions to preserve the unified look of the group. During warmer months, Chamber Ambassador - polo-shirt to be in place of the jacket. Those times shall be between Memorial Day and October 1.

The Ambassador (or the Ambassador's company/agency) is responsible for the purchase of the Ambassador uniform. The Ambassador will order the red jacket as a pre-established source to ensure the integrity of the uniform.

The current costs are available from the TACC office.

BENEFITS

The rewards that an Ambassador receives are limitless. Many of the benefits cannot be measured in dollars and cents, such as forming new friendships, interaction with numerous businesses and community leaders, etc.

However, the following benefits can have a dollar and cents impact on your business:

- The opportunity to advertise personally for your business through member calls and/or visits
- Recognition on the TACC website with a link to your business website
- Recognition on TACC social media
- Headshot provided
- Contacts, leads and clients for your business
- Recognition in the community as a community leader

RESPONSIBILITIES OF THE AMBASSADOR CHAIR

- Preside over Ambassador Events
- Promote Ambassador social and seasonal events
- Drive participation
- Serve as a planning partner with the TACC Executive Director and TACC staff
- Serves at the pleasure of the TACC Chairman of the Board

MEMBER RETENTION

Ambassadors will be assigned members for the purpose of engagement and membership retention. The Ambassador will work with the Troy Area Chamber of Commerce staff to support members in an effort to get them involved in events, activities and benefit programs that will support the success of the member.

For more information on the structure of the program, see Member Retention Program Supplements.

DESCRIPTION OF EVENTS

Ambassador Events

Ribbon Cuttings – Ambassadors will be notified of scheduled ribbon cuttings at least two (2) weeks in advance. Ambassadors are asked to RSVP, to ensure that we have an adequate number of Ambassadors in attendance. Ambassadors will assist with ribbon cutting duties as follows: upon arrival collect business cards from those in attendance, assist with cutting ribbon, assist with attaching business cards to ribbon, etc. Ambassadors will be given the opportunity to introduce themselves and the business they represent.

Ambassadors are asked not to solicit business leads for the company they represent during a ribbon cutting. Ambassadors are asked to do a follow up visit or call for that purpose.

Ambassador Luncheons – The Ambassadors meet monthly for lunch for the purpose of communication and member support. These luncheons are scheduled on the second Tuesday of the month. Ambassadors purchase his/her own lunch.

Ambassador Business meetings – Business meetings shall be conducted quarterly for the purpose of conducting the business of the Chamber. Business meetings will include training on member benefits, accessing Member Information Center on website, advertising opportunities and more. Lunch is ordered by the Chamber staff, with the Ambassador paying the designated cost.

Chamber Events

Morning Connections – networking event held the final Friday of the month in the morning from 7:30 – 9:00 am. Open to members. Non-members can attend up to two times free, after that it is \$10. Sponsorships available.

On The Menu Luncheon – monthly lunch and learn for members and non-members. Fees vary based on membership investment. Held the 3rd Thursday of each month.

Signature event - Annual Dinner – held during the 1st quarter of the year. This dinner serves as recognition of the prior year's Board of Directors and a public announcement of the current year's Board of Directors. The Ambassadors will be recognized during this dinner. In addition, several community awards are presented. Open to all for a fee. Sponsorships available.

Signature event - Annual Golf Outing – held in September of each year, the Annual Golf Outing serves as a fundraiser for the Chamber. This fun event is a scramble format and is a great opportunity for networking or to reward staff with a day out on the course. Open to all for a fee. Sponsorships available. The Ambassadors run the Golf Outing.

Signature event - Annual Steak Fry & Auction – held in May each year, this event is a major fundraiser for the Chamber. Held at the Miami County Fair Grounds, the event features a steak

dinner, silent and live auctions, networking and lots of fun each year. Open to all for a fee. Sponsorships available.

Signature event - Community Awards Night – held in November each year. The event serves as graduation for Leadership Troy and community awards are handed out. Open to all for a fee. Sponsorships available.

Blitz Day – days set aside to “thank” members. These days are scheduled throughout the year.

Cash Mob – days set aside to support members through purchases. These days are scheduled throughout the year.

For information on additional Chamber events, please contact the Chamber staff.