



Table Rock Lake Chamber of Commerce Mission: To promote business success and quality of life by being a leader in economic and community development in the Table Rock Lake area.

The Ambassador Program

PURPOSE:

The Table Rock Lake Chamber of Commerce Ambassadors are dedicated to growing and promoting the Chamber through community involvement, program engagement, and the education of member benefits to potential, new, and current Chamber members. Ambassadors are the frontline representatives for the Chamber and the community, and they are often called upon to help at Chamber events. By setting an example for active membership, Ambassadors influence current Chamber members to participate and engage in Chamber programs and events. By promoting Chamber programs and initiatives, Ambassadors can help grow the membership and encourage new member involvement. For new members especially, Ambassadors are some of the first Chamber representatives they meet! Being an Ambassador is an important role because they help ensure that members, whether they are new, current or long-standing, maximize their Chamber memberships and feel connected to the Chamber and the community.

BENEFITS OF BEING AN AMBASSADOR:

The Ambassador Program is only successful when it works for both you and the Chamber! Program participation will look different for each Ambassador, including how Chamber staff can best assist you professionally. The Chamber door is always open for Ambassadors to meet with staff and discuss how to best work together in order to make the Ambassador program benefit everyone involved.

- Great networking opportunity with business and community leaders
- Recognition and heightened visibility in the community for you and your business
- Contribution to growth and change in the Table Rock Lake/Stone County area
- Civic engagement and the opportunity to give back to the community
- Better knowledge of and strong relationships with the Chamber's staff and Board of Directors

QUALIFICATIONS:

- Must be a cheerleader for the community and the Table Rock Lake Chamber of Commerce.
- Must be a Chamber member or employed by a Chamber member, and in good standing.
- Must have been a Chamber member for at least one year.
- Must be willing to commit to the program and its duties.
- Must either have a flexible work schedule or an employer who will support the required time commitment.
- Must complete the application process.

RESPONSIBILITIES:

Ambassadors are asked to select areas in which they would most like to serve: Membership, Events, and/or Social Media. The duties listed below may change or vary throughout the year depending on the Chamber's program of work and assistance needed by Chamber staff.

Membership Duties May Include

- Assist in contacting members from a list provided by Chamber staff. A guideline of information to be shared is also provided.
- At times, make personal invitation calls from a provided list for specific events.
- Be on the lookout for businesses you have a relationship with, but who are not Chamber members and make soft introductions of Chamber staff.
- Communicate the Chamber's ongoing work with others.
- Help members feel welcome and make connections among members at Chamber events.
- Assist with new member welcome efforts.

Event Duties May Include

- Assist at events such as: Monthly Luncheons, Chamber University and Annual Lake Splash
 - Arrive early to help set up.
 - Be a greeter, assist with check-in, or hand out name tags as members arrive.
 - VIM (very important member) table leader by engaging those assigned to your table in conversation and helping them feel welcomed.

Social Media May Include

- Be a Chamber cheerleader across our social media channels.
 - Check-in on social media at Chamber events.
 - Take pictures at events and post/tag them on Facebook & Instagram.
 - Share/Like/Comment on posts.
 - Use the Ambassador hashtag.

PROGRAM REQUIREMENTS:

The number one requirement for an Ambassador is **ENGAGEMENT!** What do we mean? Ambassadors are vital to the mission of the Table Rock Lake Chamber of Commerce, but this role can only be successfully fulfilled if you are plugged into the Chamber and its programs. It is our goal that this program is a win-win between the Chamber organization and each individual Ambassador. Chamber staff will assess how the organization can assist you in your professional endeavors, but it is expected that as an Ambassador you will fulfill the program duties and requirements. A limited number of Ambassador positions are available, so please take into careful consideration if you can commit to the program before applying.

- New Ambassadors: Before your application can be approved, you must attend a Maximize Your Membership Class (offered quarterly).
- The Table Rock Lake Chamber of Commerce reserves the right to refuse program participation at their discretion.
- Current Ambassadors: Attend Maximize Your Membership annually.
- Educate yourself on Chamber updates, news, and programs.
- Attend as often as possible at events such as ribbon cuttings, luncheons, Member Mingle and Lake Splash is expected.
- If you leave your employment, to maintain Ambassador membership, you have 60 days to secure employment with a current member or new employer to complete membership enrollment.
- A positive attitude regarding the Table Rock Lake Chamber, its employees and programs is required. If you have concerns regarding any of these topics at any time, you are encouraged to discuss them with the Table Rock Lake Chamber's President/CEO in a private meeting.

Business Referrals

When sharing business referrals, we encourage ambassadors to think "members first" whenever possible, whether you are talking with someone in person, replying to a message, or commenting on social media. While we cannot require or police referrals, we all play a role in representing the Chamber well and supporting the businesses that invest in our mission. Pointing people toward Chamber members helps strengthen our network, adds value to membership, and keeps our Chamber community front and center in every interaction.