



Ambassadors Manual

2009-2010

*Northern Palm Beach County Chamber
of Commerce
Mission Statement:*

*We are the unified voice of business driving
sustainable growth and prosperity.*

Northern Palm Beach County Chamber of Commerce

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Ambassador Manual

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Ambassador Committee

Mission/Goals/Responsibilities

Mission: Provide leadership opportunities for new and existing members to fully understand and utilize their membership in the Chamber while helping enhance the Chamber's membership relations focus.

Goals:

1. Create sub-committees to focus on welcoming new members to the Chamber within first three months of joining the Chamber.
2. Concentrate on retaining the current membership by promoting programs and services offered by the NPBC Chamber.
3. Coordinate appropriate amount of ambassador volunteers for BBH and BAH events. This includes table hosting, door greeters, selling 50/50, handing out drink tickets and assisting staff when needed.
4. Assist with annual special events (ie, sponsorships, restaurants, volunteers, etc.)
5. Greet, introduce, and mentor new members at all events with the goal of developing a positive awareness of the Chamber. Explain to new and existing members the return on their membership investment.
6. Conduct Ambassador/Member contact through phone calls and visits
7. Attend ribbon cuttings/grand openings to recognize and promote new and expanding business and support and welcome new members
8. Recruit new business to the Chamber

Requirements:

- The committee member will be in good standing of the Northern Palm Beach County Chamber
- Must attend one "Ambassador Orientation" held one hour prior to monthly Ambassador meeting prior to acting as Chamber ambassador at events
- Attend at least six Chamber events annually
- Graduate from Chamber U within first year of becoming an Ambassador
- Maintain a 70% or higher attendance record at Ambassador meetings held throughout the year (contact chairman with special circumstances)
- To maintain committee membership, conduct at least 1 attended Ambassador Event per quarter – i.e. Ribbon cutting, new member directory/plaque delivery, BAH hosting.

Ambassador Committee

Benefits of Program

- Establish enhanced credibility through leadership role.
- Meet business contacts through association with other volunteers and Chamber members.
- Increases recognition through visibility in Chamber publications, functions and awards.
- Recognition at all events by wearing an “Ambassador” ribbon
- Increases knowledge of the community through speakers and discussions.
- Sharpen networking, communication, marketing and leadership skills through interaction with Chamber members.
- Greater return on your membership investment for you and your business.
- Enhanced bottom line results from diverse opportunities offered through the program.
- Camaraderie developed through relationship building with other Ambassadors, Members, and community.

Ambassador Committee

Point System Benefit

Ambassador Point System Benefit

NAME: _____ MONTH: _____

DESCRIPTION	POINTS
Chamber Event - BBH, BAH, CEO, FLEX, BAL, WIB, SBS, Chamber U, etc. (2 pts)	
Ribbon Cutting (2 pts)	
Council Meeting (1 pt)	
Special Event Volunteer (2 pts)	
Meeting with another Ambassador (2pts)	
Sponsorship Lead* (15 pts)	\$
Member Referral* (20 pts)	\$
Trustee Referral* (30 pts)	\$
Member Visits (5 pts)	
Member Calls (2 pts)	
Plaque/Directory Delivery (5 pts)	
TOTAL POINTS	0

*Referral and Leads only count when member actually joins or member pays for sponsorship

Point System Benefits
(points calculated on a quarterly basis)

1st Place - Recognition in Communicator and at BBH for Ambassador of the Quarter
 2nd Place - 1 BBH and 2 BAH Passes
 3rd Place - 1 BAH Passes

Plaques/directories delivered on time = Coupon Book
 4 member referrals or \$2000 in new or renewal member dues per quarter will receive:

Ambassador Committee

Sub-Committees & Overview

Any Ambassador SCHEDULED to work a Business After Hours event **will not** be required to pay the registration fee and will automatically be pre-registered by Chamber Staff. Ambassadors who are NOT SCHEDULED to work, will be required to pre-register themselves and pay the normal registration fee. For events involving a plated meal or charge to the Chamber, ALL GUESTS including Ambassadors MUST PAY the registration fee and must pre-register themselves. Ambassadors will be given a blue ribbon marked "Ambassador" to wear at each event, regardless of whether or not they are working.

Welcoming and Retention Committee:

Each Ambassador will be assigned a designated list of new and existing Chamber members (list provided by staff). Ambassadors are required to connect with each member at least 1-2 times per year as well as follow up in regards to retention when invoices are sent.

Each *new member* should receive a phone call and visit from a minimum of one Ambassador with in the first three months of joining the Chamber. Purpose of the contact is to:

- Welcome to the Chamber – It is important for the Ambassadors to find out what their business does and what they are looking for from the chamber. Feedback to be provided back to the group at monthly committee meetings.
- Invite them to join an Ambassador at a monthly breakfast, business after hours or other event
- Deliver the new member plaque/sticker and membership directory to new member

Each *existing member* should receive a phone call or visit from a minimum of one Ambassador.

Purpose of the contact is to:

- Invite them to attend a Chamber event with an ambassador
- Ask if they have any questions about their Chamber membership
- Encourage them to get involved with the Chamber (ex. enrollment in Committees and program sponsorships)

Mentoring Committee:

Selected ambassadors will be assigned to new ambassadors and/or new Chamber members to act as a mentor within the NPBC Chamber.

- Assist in acclimating member by contacting, welcoming, integrating, and introducing to promote the variety of benefits offered by the Chamber (*ie, networking, marketing, advocacy*) which best suites the needs of the member and members business

Events Committee:

- Greet and welcome guests at events
- Sell 50/50 tickets when necessary
- Give out drink tickets when necessary
- Assist Chamber staff at Registration table (Chamber staff ONLY to handle cash)
- Introduce new members to potential strategic alliances at events
- Assist pre & post Annual Special Events
- Host Tables at BBH Events (Ambassador for at least 3 months)
 - Each table host oversees one table of 8-10
- Encourages conversation and answers any questions about the Chamber or refers to appropriate staff person (eliminates any "cliques")

Other Responsibilities:

- Attend ribbon cutting/grand openings as representatives of the Chamber
- Recruitment of new members by welcoming new business to town and encouraging them to become a member. Give any prospective member information to the Chamber staff for follow up.

Membership Directory & Plaque

Drop-Off Instructions/Check-list

- Receive list of Businesses from Chamber Staff
- P/U the following items from Chamber
 - 1 Box of Directories (20 per box)
 - 20 Membership Plaques (based on # of businesses)
 - 20 Copies of Membership Checklist
 - 20 Copies of Current Event Registration Form
 - 1 Drop-Off Confirmation Form
- Stop by each Business you are assigned to Introduce yourself and drop off the following items.
 - 1 Membership Directory
 - 1 Membership Plaque
 - 1 Current Event Registration Form
 - Make sure to invite them to meet you at an upcoming event
 - 1 Membership Checklist
 - See if they have any questions. If you are unable to answer please have them call Amy Grant (561) 748-3952 with questions or report back to me and you can follow up
 - YOUR Business Card
 - Please make sure they know you are a person they can contact if need be – and make sure to pick up THEIR Business Card
- Make sure to have each business sign the sheet provided by the Chamber to show they have received all listed materials.
- Once you have visited all Businesses please fax Drop-Off Confirmation form to 561-745-7519 or hand to Chamber Staff at next Ambassador Meeting.
- Feel free to continue follow up with assigned businesses – this will act as a retention tool with in the committee as well!

**THANK YOU FOR YOUR ASSISTANCE
AND PARTICIPATION!!!!**

Member Checklist

Did you...

- Schedule a Ribbon Cutting with Amy
- Give your Business Card to Gail, Andre, Amy or Corrie to be placed in the *Communicator*
- Receive your Membership Directory
- Receive your Membership Plaque and Sticker
- Fill out and fax in your Committee Opportunities Form to 561-745-7519
- Receive information about the Chamber U Program – contact Andre Varona
- Email Company Press Releases (announcements, appointments, events, etc.) to be added into the E-Newsletter and/or *Communicator* to Corrie Edwards
- Inquire about Sponsorship Opportunities - contact Suzanne Neve
- Inquire about hosting an Event and/or Committee Meeting – contact Amy Grant
- Inquire about the Young Professional Group – contact Amy Grant
- Utilize your Member market place – visit www.npbchamber.com

Want To...

- Sponsor the Strictly Business E-Newsletter – contact Corrie Edwards
- Purchase the Member Mailing List – contact Corrie Edwards
- Advertise on the Chamber Website – contact Corrie Edwards
- Advertise in the *Communicator* – contact Sue Mobley 561-820-3013
- Advertise in the Member Directory or Newcomers Guide – contact Passport 561-615-3900

CHAMBER STAFF INFORMATION

Nicole Christian, CCE
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President and CEO

Suzanne Neve
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Membership Sales Manager

Deborah Vice
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info@npbchamber.com
Office Administrator

Ambassador Script

For Maximizing Chamber Membership

Northern Palm Beach County Chamber of Commerce Retention Call Sheet

Date: _____ Ambassador: _____ Contacted by: Phone ___ Visit___

• • • • • • • • • • • • • • • •

Company Name: _____

Contact: _____

Address: _____

Person Interviewed: _____ Position: _____

E-mail: _____ Phone: _____ Web site: _____

• • • • • • • • • • • • • • • •

I'm not familiar with your company, can you tell me a little about your business?

**How are you currently involved with the Chamber? If Involved/how? If not/why?
What would make it easier to be more involved?**

Do you have a good understanding of what the Chamber offers you?

Networking events; invite to an event i.e. Business Breakfast/Lunch, Women in Business, Young Professionals. Marketing opportunities.

“How likely are you to renew your membership?”

Areas of you believe the Chamber should focus upon

- Local Municipal Regulations / Ordinances
- Environmental Concerns
- State / Federal Legislative Issues
- Community Events
- Educational Programs for Members
- Member Networking
- _____
- _____

Other Comments/New Information:

Benefits of Chamber Membership

Networking and Marketing

- Business After Hours Programs
- Business Before Hours Programs
- Leadership Awards Ceremony
- Ribbon Cutting/Grand Opening Ceremonies for New Businesses & Special Occasions
- Small Business Programs every month: CEO Connections, Seminars and Power Networking
- Chamber University Program: New Member Reception, Chamber Best Practices & exclusive 1-on-1 meetings
- Membership Directory Listing
- Sponsorship, Website Advertising, and Multiple Marketing Opportunities
- Women In Business Quarterly Events
- Committee Opportunities

Cost Savings & Benefits

- FREE Press Release publishing through the Monthly newsletter the *Communicator* (inserted into the PB Post – readership 100K and posted to web) & Strictly Business E-Newsletter
- FREE listing on webpage with link to your page
- Staples/Corporate Express Affinity Program
- Constant Contact Offer
- Member Marketplace (offering over 10 different Advertising and Business Service Discounts...and growing!)
- Marketing Opportunities: E-Newsletter Sponsor / *Communicator* / Website Banner Ads / Relocation Packet/ Membership Directory Listing / Area Map
- Chamber Member Mailing List for nominal fee
- Sponsorship Opportunities: Monthly / Quarterly / Annual & Special Events

Advocacy

- Legislative Agenda offering Chamber position statements and legislative information
- Active Government Affairs Committee
- Representation with US Small Business Chamber of Commerce
- Lobbying and support for Pro-Business legislative initiatives
- NORTH PAC – The Chambers Political Action Committee that endorses candidates
- Representation on local community committees

Community Development & Involvement

- Special Events: ArtiGras Fine Arts Festival (FEB) / Art Fest by the Sea (MAR) / Art in the Gardens (NOV) / Red, White & Zin (JUN) / Leadership Awards Dinner (JUN)
- Committee Opportunities: Education & Life Science Committee / Government Affairs Committee / Ambassador Committee / Health Care Special Interest Group
- Council Opportunities: Small Business Membership Council / Riviera Beach Business Council / Women In Business Council
- Young Professionals Group
- Life Science Education Program (LSEP)

Education & Training

- Chamber University Program: New Member Reception / Chamber Best Practices / Exclusive 1-on-1 meeting / Graduation Ceremony
- Small Business Seminars: Every month (excluding February and December)
- Annual State of the County Address
- Annual Legislative Update Breakfast

Ambassador Committee

Meeting Schedule 2009-2010

July 28, 2009

Location: Integrity Bank
1315 Indiantown Road, Jupiter
Time: 8:00 a.m.
Program:

August 25, 2009

Location: Seacoast National Bank
3001 PGA Blvd, Ste 200 PBG, FL
Time: 8:00 a.m.
Program:

September 22, 2009

Location: Seacoast National Bank
3001 PGA Blvd, Ste 200 PBG, FL
Time: 8:00 a.m.
Program:

October 27, 2009

Location: Seacoast National Bank
3001 PGA Blvd, Ste 200 PBG, FL
Time: 8:00 a.m.
Program:

November 24, 2009

Location: Seacoast National Bank
3001 PGA Blvd, Ste 200 PBG, FL
Time: 8:00 a.m.
Program:

December 22, 2009

Location: Seacoast National Bank
3001 PGA Blvd, Ste 200 PBG, FL
Time: 8:00 a.m.
Program:

January 26, 2010

Location: STORE-Self Storage & Wine Storage
11010 North Military Trail, PBG FL 33410
Time: 8:00 a.m.
Program:

February 23, 2010

Location: STORE-Self Storage & Wine Storage
11010 North Military Trail, PBG FL 33410
Time: 8:00 a.m.
Program:

March 23, 2010

Location: STORE-Self Storage & Wine Storage
11010 North Military Trail, PBG FL 33410
Time: 8:00 a.m.
Program:

April 27, 2010

Location: STORE-Self Storage & Wine Storage
11010 North Military Trail, PBG FL 33410
Time: 8:00 a.m.
Program:

May 25, 2010

Location: STORE-Self Storage & Wine Storage
11010 North Military Trail, PBG FL 33410
Time: 8:00 a.m.
Program:

June 22, 2010

Location: STORE-Self Storage & Wine Storage
11010 North Military Trail, PBG FL 33410
Time: 8:00 a.m.
Program:

Meeting location subject to change

Questions regarding, locations, times, changes, or clarification can be answered by contacting Jane Pike: 561-748-3952

Chair: Paul Mangia

Ambassador Committee

Participant Commitment Form

The Ambassadors, as the Public Relations arm of the Northern Palm Beach County Chamber, must evidence a commitment commensurate with the leadership role that they have accepted.

Upon my acceptance as a member of the 2008-2009 Ambassadors Program, I pledge to the best of my ability, my commitment to use my very best efforts to fulfill this obligation by:

1. Attending all Ambassador monthly meetings as scheduled. I understand that missing 3 meetings will eliminate me from the program.
2. Promoting the Ambassador goals and objectives.
3. Actively serve as Hospitality Specialist or Greeter at Chamber events and activities, including but not limited to Ribbon Cuttings, Business After Hours, Business Before Hours, etc.
4. Wearing Ambassador Badge for easy recognition at Chamber events and functions.
5. I will do my best to promote membership in the Chamber bringing on new members and encouraging business to join the NPBC Chamber.
6. If asked, serve as a Chair, for any subcommittees created by the Ambassador Program.
7. Exercise due diligence in contacting assigned members through call, mailings, visits, and other creative means of relationship building.
8. Do not speak or accept inquiries from the Press on behalf of the Northern Palm Beach County Chamber of Commerce.
9. I have read the Ambassador Manual and agree to fulfill requirements and goals as indicated.

Ambassador Signature

Date

Recorded By NPBC Chamber Representative

Date