



Ambassadors Committee Handbook

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**Introduction to the
Grand Rapids Area Chamber of Commerce
Ambassador Committee**

Congratulations and thank you! You are an integral part of the Chamber of Commerce. With more than a century of experience creating opportunities for business success, the Grand Rapids Area Chamber of Commerce (GRACC) is the premier business-membership organization in West Michigan.

The GRACC has been recognized as a leader amongst chambers nationwide. In 2007 and 2009, the GRACC received the Michigan Chamber of Commerce Executives (MCCE) Outstanding Chamber of Commerce Award for the large-size chamber category.

The Grand Rapids Area Chamber of Commerce Ambassadors Program is a voluntary group of members who work together to help retain and grow Chamber membership.

Mission Statement

“Creating opportunities for West Michigan and members to Connect, Grow, Succeed.”

Vision Statement

“To be the leading business membership organization in West Michigan by providing outstanding membership, advocacy, diversity and community programming that promotes inclusion, prosperity and growth.

Today, the Chamber boasts a membership of nearly 3,000, serving approximately 250,000 employees represented by member companies. Nearly 80% of our membership is small business with fewer than 25 employees.

Grand Rapids Area Chamber of Commerce Ambassador Committee Purpose/Mission

The Ambassador Committee serves as an elite group of members assisting the Chamber staff with member retention and welcoming new members. The committee performs personal calls and site visits to answer questions about membership benefits, programs and events. Additionally, the Ambassadors Committee assists in greeting members and non-members at Chamber events and programs along with participating in member ribbon cuttings and other celebration events.

Purpose/Mission Statement

Purpose....The Ambassador Committee serves as a liaison between the Chamber, our members and the greater business community.

Mission.... To promote the interests of business and the Chamber by initiating contact with members and non-members at Chamber events, business site visits and other community events.

The Ambassadors Committee is sponsored by



Benefits of Ambassadors Committee

The Chamber provides the Ambassador Committee with:

- High-profile networking opportunities
- Verbal/visual recognition at select Chamber events
- New business contacts for your business
- Connection opportunities with business leaders and community decision makers
- Increased knowledge of Chamber member benefits and services
- Photo and business contact information on Chamber website
- Monthly Ambassador spotlight opportunity (2 per month featured on Chamber website)
- The opportunity to be awarded Ambassador of the Year (awarded based on participation)

Ambassador Committee Requirements & Structure

Ambassador Committee eligibility requirements

Participation in the Ambassador Committee is a membership benefit open to representatives from any Grand Rapids Area Chamber of Commerce member company in good standing. Candidates willing to fulfill the duties and meet the responsibilities of the Ambassador Committee are invited and encouraged to apply.

Our Ambassadors are professional, highly motivated, enthusiastic, actively engaged with the Chamber and are able to volunteer 10-12 hours a month performing Chamber duties.

Committee Structure

The Ambassador Committee has three elected/appointed positions: Chair, Vice Chair, and Secretary. Each position serves a 1 year (12 month) term beginning in January.

The Ambassador Committee consists of three (3) sub committees: Member Celebration Committee, Business Watch Committee and an Events Committee. An Ambassador must serve on one (1) but not more than two (2) of the sub committees.

Meetings

The Ambassador Committee meets the third Wednesday of each month from 3:45pm – 5:00pm. The location of the meeting rotates on a monthly basis. The Ambassador Committee observes a full, twelve month meeting schedule, January – December.

The Ambassador Committee meetings consist of team time and networking with fellow Ambassadors; updates on Chamber benefits, programs and events; new member updates; Business Watch conversations; and the monthly Ambassador spotlight drawing.

As a Chamber Ambassador, attendance and participation in the monthly meetings is required. Three excused absences per calendar year are allowed.

The Ambassador Committee is lead by the **Chamber's Membership Development Coordinator** (*Mark Allen, allenm@grandrapids.org, 616-771-0348*) under the direction of the **Chamber's Vice President of Membership Development** (*Linda Zizos, zizosl@grandrapids.org, 616-771-0349*).

Member Celebration Committee

Participants on this committee are expected to attend the **majority** of scheduled events (participation will be reviewed quarterly)

RSVP for **all** celebration events; updates are sent on a weekly basis

Communicate/encourage event attendance with other members of committee

(A minimum of 5 Ambassadors per event is required)

Arrive 15 minutes prior to the scheduled ribbon cutting time

Greet the member upon your arrival

Greet member's guests as they arrive

Network with members and their guests

Assist Chamber staff with ribbon cutting instructions

Participate in the photo to be included in the Chamber news and website

Sign ribbon for member(s) to keep

Keep Chamber informed of upcoming member celebrations in the community

Professional Ambassador attire is required at all member celebrations

(Suit Coat/Blazer (black or blue preferred), Dress Shirt/Blouse, Slacks/Khakis, Ambassador name badge, Chamber lapel pin. Jeans are not considered acceptable Professional Ambassador attire.)

Business Watch Committee

- Conduct a minimum of five (5) member retention calls on a monthly basis
(1st and 2nd year members in the 6th month of their membership year)
- Return retention call forms as they are completed within a 30 day time frame
(30 days is defined as the time between Ambassador meetings).
- Deliver a minimum of one (1) new member welcome kit on a monthly basis
Material is required to be delivered within the first week of membership
Signed receipt is returned to the Chamber following delivery
- Keep Chamber informed of new business openings, member celebrations and
other information from the business community at large.
- Professional business attire is **required** when meeting with GRACC members
(Suit/Sport Coat, Dress Shirt/Blouse, Slacks/Khakis, Ambassador name
badge, Chamber lapel pin. **Jeans are not considered acceptable
Professional business attire.**)

Events Committee

- Attend a minimum of two (2) Chamber events on a monthly basis
Advanced registration and pre-payment are required for Chamber events
- Volunteer to greet at one (1) Chamber Member Orientation Annually
- Volunteer to greet at two (2) signature events annually
- Signature Events (participation as requested by Chamber staff)**
Annual Meeting, EPIC Awards, the Chamber Open, Athena, Taste of the
Chamber.
Advanced registration and pre-payment are required for all Chamber events
- Volunteer opportunities are available at the following events on a regular basis:
Regular Events
Chamber Orientation, Business Exchange Luncheon, Business After Hours, Business
Before Hours, Breakfast with Legislators, New Member Connections.
Advanced registration and pre-payment are required for all Chamber events
- Stay informed about Chamber events by visiting www.grandrapids.org/events on
a regular basis.
- **Additional events requiring Ambassador assistance may be added to the
Chamber calendar throughout the year**
- Professional Business attire is **required** when serving as an event greeter
(Suite/Sport Coat, Dress Shirt/Blouse, Slacks/Khakis, Ambassador name
badge, Chamber lapel pin. **Jeans are not considered acceptable
Professional business attire.**)

Ambassador Committee Expectations

An Ambassador can expect to spend 10 to 12 hours a month performing Chamber duties

Attend monthly Ambassador Committee meetings (three excused absences allowed per year)

Attend a yearly Ambassador training/orientation meeting

(held as needed throughout the year based on the addition of new Ambassadors)

Attend GRACC events on a regular basis

Mentor new Ambassadors

Mentor new GRACC Members

Promote the GRACC to members and non-members in the business community

Promote member-to-member business opportunities

Accept additional Ambassador assignments as designated by GRACC

Stay current on GRACC information by visiting www.grandrapids.org on a regular basis

Participation of all incoming Ambassadors will be reviewed 90 days after joining the committee.

Ambassadors may take one 60 day leave of absence per calendar year and will be placed on a 30 day probationary period upon their return to the committee.

Ambassadors not serving on the Member Celebrations Committee and/or the Events Committee are welcome and encouraged to attend member celebrations and Chamber events as their schedule allows. The appropriate attire and registration/RSVPs will be required.

The Ambassador Committee is not industry exclusive. A two member maximum will be allowed per company/industry (at Chamber staff discretion).

*****activity levels will be reviewed by the committee Chair, Vice-Chair and the Chamber's Membership Development Coordinator on a quarterly basis*****

Dress Code:

Name Tag: Ambassadors are identified by their Chamber nametag. The Chamber will purchase the first nametag for the Ambassador. If the Ambassador loses his or her nametag, he or she will be responsible for purchasing a new one. Ambassadors are also encouraged to wear their company name tag.

Professional Attire:

Professional Ambassador attire is required at all member celebrations (Suit Coat/Blazer (black or blue preferred), Dress Shirt/Blouse, Slacks/Khakis, Ambassador name badge, Chamber lapel pin. Jeans are not considered acceptable Professional Ambassador attire.)

Professional Business attire is **required** when serving as an event greeter (Suite/Sport Coat, Dress Shirt/Blouse, Slacks/Khakis, Ambassador name badge, Chamber lapel pin. **Jeans are not considered acceptable Professional business attire.**)

Code of Ethics: Even though an Ambassador represents its company and the Chamber, there may be a "conflict of interest" that arises that can interfere with Ambassador duties, and would need to be addressed on a case-by-case basis. Ambassadors must not promote businesses that are not Chamber members.

Diversity: The Chamber will make every effort to maintain the diversity of professional disciplines, service providers, gender, and race. We will strive to have our Ambassadors Club reflect the Chamber's membership.

Chamber Staff Contacts:

Mark R. Allen, Membership Development Coordinator
616.771.0348, allenm@grandrapids.org

Linda Zizos, Vice President of Membership Development
616.771.0349, zizosl@grandrapids.org

Interested in becoming a Chamber Ambassador?

Visit www.grandrapids.org/ambassadors and download the committee application or contact:

Mark Allen
Membership Development Coordinator
allenm@grandrapids.org
616-771-0348



Grand Rapids Area
Chamber of Commerce

Ambassadors Committee Application/Commitment Form

Member Company _____

Applicant's
Name _____ Title _____

Email _____ Website _____

Mailing Address: _____

Phone _____ Fax _____

Please list three leadership traits or skills you possess and explain how these can help advance the mission of the Ambassador Program:

1. _____

2. _____

3. _____

Please list three reasons for wanting to serve as an Ambassador.

1. _____

2. _____

3. _____

Were you recruited by a current Ambassador? (Name) | _____

How long has your company been a Chamber Member? | _____

How long have you been with this member company? | _____

Are you an Ambassador for another Chamber? (Name) | _____

As a member of the Ambassadors Club, I will:

- Help the Chamber continue to succeed through member retention visits, calls, and other projects along with active participation in at least one (1) of the Ambassador sub committees,
- Retain a professional appearance and attitude when representing the Chamber,
- Keep proprietary information confidential,
- Maintain the highest standard of ethics while serving the members and reporting activities,
- Volunteer my time to help at various Chamber events,
- Attend the monthly meetings which are held on the third Wednesday of each month,
- Be knowledgeable about the Chamber in areas regarding Chamber services, its programs, and the business community.
- Understand that I may be asked to step down from the Ambassador Committee if I am unable to fulfill my responsibilities.

Upon reading and understanding the information pertaining to the Ambassadors Committee and the responsibilities associated with being an Ambassador, I hereby submit my application for consideration into the Grand Rapids Area Chamber of Commerce's Ambassadors Committee. I understand I will be interviewed prior to acceptance to the Ambassadors Committee.

Signature of Applicant

Date

Signature of Employer/Supervisor

Date

Please return completed form to
Grand Rapids Area Chamber of Commerce | 111 Pearl St NW | Grand Rapids, MI 49503
Fax | 616.771.0318 or email allenm@grandrapid.org

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