



2020-2021 Colleyville Chamber Ambassador Program

Dear 2020-2021 Colleyville Chamber Ambassadors,

Welcome to the Colleyville Chamber Ambassador Program! It is an exciting time to be a part of the Colleyville Chamber. We are always creating new promotional and networking opportunities to help our members succeed and grow. We exist to connect business with community and create impactful relationships.

In my time as a Chamber Ambassador and Lead Ambassador, I was able to build relationships, grow my business, and become an advocate for businesses within the community. I hope that you are able to do the same. I want each of you to grow and become leaders of not only your business but also in the community.

Thank you for being a part of the Colleyville Chamber Ambassadors and for your continued support of the Chamber and its programs. This packet contains guidelines and business opportunities to take full advantage of this Chamber role. I look forward to helping each of you achieve your goals and go to the next level in your business.

Thank you,
Christina Mailloux
Business Development Director, Colleyville Chamber of Commerce

AMBASSADOR REQUIREMENTS

The Colleyville Area Chamber of Commerce Ambassadors will serve as goodwill representatives by welcoming new members at functions, attending ribbon cuttings, participation in Chamber events and encouraging area businesses to become Chamber members by the following guidelines:

- Be an active member of the Colleyville Chamber
- One-year commitment to the Ambassador program
- Maintain positive, professional image of the Colleyville Chamber
- Attend at least two (2) Ribbon Cuttings, two (2) luncheons, and two (2) networking events each quarter
- Must present good communication skills and be comfortable amongst open dialog with others
- An appreciation and understanding of the Colleyville Chamber and what our mission, vision, and core values are and adhere these core values while representing the ambassador program
- Meet monthly - cannot miss more than three (3) consecutive meetings. If you are absent send a substitute
- Sign up with a minimum of two (2) Ambassador Committees



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- Expect to spend 3-4 hours per month on your Ambassador duties

GENERAL INFORMATION

An Ambassador must be a member or be employed by a member in good standing of the Colleyville Area Chamber of Commerce. An Ambassador should, if applicable, have the formal endorsement and support of his/her employer or supervisor.

Ambassadors meet the third Monday of each month at a local business. The location changes depending on the month.

As an Ambassador you will receive a name badge as part of your \$20 application fee. Name badge replacement will be at the Ambassador's cost. Ambassadors are expected to wear their name badge at all times when representing the Chamber.

Ambassadors serve as hosts at monthly Chamber events. Ambassadors are encouraged to bring prospective members to an event.

AMBASSADOR OF THE QUARTER/YEAR

Ambassador of the Quarter will be recognized at a quarterly Membership Event, Business After Hours (Chamber Cheers) and/or Membership Luncheon and on the Chamber's website.

Ambassador of the Year will be awarded at the Chamber's Annual Awards Gala.

AMBASSADOR COMMITTEE OPPORTUNITIES

Ambassadors can take roles on multiple committees. If Ambassador does not select a role, one will be assigned.

- Luncheon Committee – Ambassadors will sign up for a specific role in the luncheon such as the following:
 - Event Set Up - This role may include unloading luncheon items, set up tables/chairs, decorating tables, assisting vendors in set up, hand out brochures, etc.
 - Registration Table – This role is to make sure all luncheon guests are registered and checked in, answer questions, knowledgeable about guest speakers, vendors, etc.
 - Greeters – This role is to hold door for guests, Greet guests as they come in, be a smiling, friendly face as a Chamber representative
 - Luncheon Prize Presenters – This role is to present prizes to the winners of the drawing/raffle during the luncheon.
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- Event Clean Up- This role may include loading luncheon items, removing all table covers, chair covers, decorations, pick up brochures, stack up chairs, etc.
- Other – Floaters, Vendor Liaison, Table Talkers
- Ribbon Cutting Committee – Ambassadors will sign up for a specific role in the Ribbon Cutting such as the following:
 - Greeter – This role is to greet guests as they come into the business, hold doors, and be a smiling, friendly face as a Chamber representative. Great opportunity to be recognized by your peers and the public.
 - Ribbon Cutting Attendee - This role is to provide support for the business during the Ribbon Cutting. This provides you with a great opportunity for networking, building relationships, and supporting other local businesses owners and entrepreneurs on their success!
 - Cardholder - This role is collecting the business cards from all the attendees at the Ribbon Cutting and put in cardholder that is provided. Present cardholder to the business owner after the introductions. (Iva will prompt the Cardholder presenter). This role is a great opportunity for you to be in front of and introduce yourself and your business directly to the business owner.
 - Plaque Presenter: This role is to present the Chamber Plaque and welcome the business to the Chamber. This is completed after the Cardholder is presented. This role is a great opportunity for you to be in front of and introduce yourself and your business directly to the business owner.
 - Bag Presenter - This role is to present the bag to the business and welcome them to the Chamber. This is completed after the Plaque presenter. This role is a great opportunity for you to be in front of and introduce yourself and your business directly to the business owner.
 - Ribbon Holder - This role is to hold the Red Ribbon during the Ribbon Cutting Ceremony. It is a great opportunity to be recognized in the photo op of the Ribbon Cutting



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- Business to Business Committee
 - Sales Blitz – This role is to present professional sales techniques when out visiting other local businesses on behalf of the Chamber. It should consist of two to three ambassadors visiting businesses together and at times the Business Development Director. The role is to represent the Chamber as an Ambassador and provide information about the Chamber. It also provides an opportunity for you to market your specific business as a Chamber Ambassador.
 - Individual – This role is to present yourself as a Chamber ambassador when visiting other local businesses. This individual is a seasoned Chamber member and business professional who is actively in a Business to Business role. It provides the opportunity to inform the business on the benefits of the Chamber and for you to market your specific business as a Chamber Ambassador.
- Recruiting Committee
 - Business Recruiting – This role is to help recruit and retain Chamber members. This role is for a seasoned Chamber Ambassador or a Chamber member who has been in the Chamber and participated for at least a year. This is a great opportunity to build synergy partners for you and your business.
 - Ambassador Recruiting – This role is to introduce other business leaders into the Ambassador Program. A mentorship opportunity to help learn more about the Chamber, Ambassador Program and how it can benefit their business.
- Community and Special Events Committee
 - Community – This role is to involve Chamber Ambassadors with the local community. As the face of the chamber, this is an opportunity for those that like to serve others. It is an outreach of servant minded individuals connecting business to community.
 - Special Events – This role is to help plan events within the Ambassador program such as Trivia Night, Game Nights, Bowling, and many more fun events to help build relationships



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and promote local businesses. This role may also include involvement on one of the four (4) fundraising event committees for the chamber.

- Member Communication Committee
 - Communication - This role is to create and deliver effective communication both internally in the Ambassador program and to the community. This role keeps the Chamber of Commerce in front of the community and local businesses to inform them of what we have going on in the Chamber and how it benefits both community and businesses.
 - Calls - This role is for those that like to be on the phone. It consists of the following:
 - Calling new chamber members and welcoming them to the Chamber. Going over the questionnaire sheet (which will be provided to you).
 - Calling existing members on renewals, invoices, events with the Chamber, Luncheons, etc.

Thank you for your interest in further investing in the Colleyville Chamber!



Christina Mailloux | Business Development Director

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AMBASSADOR PROFILE

Join Date _____

Name _____

Title _____ Company _____

Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

Cell Phone _____

Other Professional Organizations, Civic Activities, and Interests

Fees and Profile

\$20 Application Fee Includes:

- 1 Ambassador Name Badge
- Special website listing under Ambassadors
 - Attach a short paragraph about yourself to put on the website.
 - Attach a headshot and short bio to be included in website. If you do not have a headshot please contact Christina at the Colleyville Chamber 817.488.7148.
 - Include website address you would like us to link to your profile under Ambassadors on the Chamber website.

Payment included Check Credit Card

CC # _____ Exp. Date _____ Security Code _____

Name on Card _____ Date _____

Signature _____



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AMBASSDOR CHECKLIST

The Ambassador Program is critical to the growth and well-being of the Colleyville Area Chamber of Commerce. We strive to recognize your efforts to build and strengthen the business community. Please complete this form and return with your attendance at the monthly Ambassador Committee meeting.

Ambassador Name: _____ Month: _____

Activity	Items Completed	Point Value	Total Points
Attend Lunchin Local		10 POINTS	
Volunteer at Chamber Office (one-hour min)		10 POINTS	
Attended Business After Hours		10 POINTS	
Attend Ribbon Cutting		20 POINTS	
Attend Monthly Luncheon		20 POINTS	
Attended Monthly Ambassador Meeting		20 POINTS	
Assisted Chamber by being Event Day Volunteer		50 POINTS	
Recruited New Ambassador		50 POINTS	
Recruited New Member		50 POINTS	
		Monthly Point Total	