Ambassadors Mission and Guidelines 2025

**Ambassador Program Mission:**

The Huron Chamber Ambassadors is a volunteer group that serves the Chamber in the areas of public relations, member retention, new member recruitment and event hosting. Ambassadors serve as liaisons to both existing and new Chamber members and spread enthusiasm and goodwill about the Chamber's mission, member benefits, services, programs and activities. The program is also designed to allow each individual Ambassador to develop business relationships through networking with other Ambassadors, Chamber members and the business community.

**Qualifications:**

* Must maintain employment with a business that is a Chamber member in good standing.
  + If an Ambassador is no longer employed by a member business, they will have 90 days to re-establish themselves with a member in good standing before participation in the Ambassador program is revoked.
  + A Chamber member is considered in good standing if they do not have any outstanding invoices 60 days or older
* Be an active Chamber member who enjoys the benefits of the Chamber and has a desire to serve by sharing these benefits with others.
* Willingness to serve as a conduit between the Chamber and its existing and new members.
* Maintain professional service standards at all times; please remember you are a representative of your business and the Huron Chamber & Visitors Bureau.
* Commitment to build lasting relationships within the Chamber membership, particularly with new members, in order to build a loyal, committed membership base that will continue to support, participate in and invest in the Chamber.

**Application**

* A completed application form must be returned to the Chamber’s Ambassador Coordinator
* The Ambassador Coordinator and the CEO will meet to review submitted applications and interview applicants
* The Ambassador Coordinator and the CEO reserve the right to accept or deny any applicant.
* Notification of acceptance or denial will be made in writing to the applicant.
* There will be a limit of 30 Ambassadors.

**Purpose and Responsibilities**

* Ambassadors will help host ribbon cuttings for new Chamber members. The Chamber staff makes every effort to schedule ribbon cuttings for 10:00 a.m. or 2:00 p.m. during the work week.
* Ambassadors will be official Chamber representatives at Chamber member events such as Grand Openings and Ground Breakings when the Chamber is asked to participate.
* Ambassadors will be asked to help host Chamber Mixers.
  + Volunteer for ticket taking (2)
  + Emcee the mixer
* Ambassadors will be asked to help greet and direct guest to their seating during our Annual Celebration in February.
* Ambassadors will help recruit new members to the Chamber.
* Ambassadors are expected to serve as an extension of the Chamber’s communications efforts.
* Ambassadors are expected to help perform outreach to Chamber members including visits to new and existing members.
* The Chamber reserves the right to remove any Ambassador who does not uphold professional standards.

**Meetings & Attendance**

* Ambassadors meet on the **2nd Wednesday of the month**. If you can’t make it, please let the Ambassador Coordinator know.
  + Missing **three meetings in a row without notice** could mean you may no longer be part of the Ambassador group.
* Chamber Mixers are **every 2nd Tuesday of the month**.
  + Except for summer months June-August (unless a business who is opened during those times would like to host one.)

**Duties of Chairperson and Vice Chairperson:**

* **Chairperson-** conduct meetings, appoint subcommittees, follow up on commitments made through the month.
* **Vice Chairperson**- conduct meetings in the absence of the Chairperson, arrange monthly meeting locations.

**Points:**

* The Ambassadors are expected to attend 50% of all Chamber Ribbon Cuttings and Events.
* The Ambassador Coordinator shall set the minimum point requirement for each calendar year based upon planned Chamber events.
* Ambassadors must meet the minimum point requirement to remain in good standing.
* The Ambassador Coordinator will keep records of all attendance and points. It is each Ambassador’s individual responsibility to ensure their points are recorded accurately.

**Special Recognition**

Ambassador of the Month

* Will be awarded to the Ambassador who earns the most points during the month.
* Will receive special recognition in the Chamber’s communications which may include social media or monthly newsletter.
* Will also receive $5 in Huron bucks.

Ambassador of the Year

* Will be awarded based upon the Ambassador’s leadership, total points and overall contribution to the mission of the Chamber and the Ambassadors program.
* Will be recognized in the Chamber's Annual Report and receive an award during the Chamber’s Annual Celebration in February.
* Will receive special recognition in the Chamber’s communications which may include social media, newsletters, electronic signage, etc.