



2016 Ambassador Application Packet

Assisting the Chamber in Retaining Members

Mission: Ambassador's assist the Chamber in growing and retaining its membership.

Ambassador Objectives:

- Educate members about the services and benefits of their membership.
- Foster new member engagement in Chamber programs, events and committees.
- Nurture quality relationships.

Meeting Time: Second Wednesday each month, 11:30 a.m. – 1:00 p.m., locations vary.

Ambassador President: Ben Ellsworth, Zenware, Inc., 208.477.7218,
ben.ellsworth@zenware.com

Staff Liaison: Nick Souba, 472-5237, nsouba@boisechamber.org

Registration: \$100.00, non-refundable (pro-rated quarterly)

Lunch Costs: \$10.00 – Held at Chamber Office & Member Businesses/Restaurants

Benefits to Ambassadors:

- Official Ambassador Name Badge
- 1 Free Ambassador/Company Spotlight in Weekly Chamber E-News
- 2 Free Chamber Event Coupons (Excluding the Gala, Chamber Day at Bogus Basin and Mega Marketing)
- Ambassador "Members Supporting Members" Visitation Cards
- Attend President's Reception w/New Member Company
- Receive Exclusive Weekly Ambassador Advisor

Expectations of Ambassadors:

- To represent the BMCC in a professional manner, including dress.
- Attend 75% (9 of 12) of Ambassador monthly networking lunch meetings.
- Serve on an Ambassador Team – Assigned to team.
- Teams have 50% attendance at each RC/GO/OH.
- Calling Cards: Make visits & calls to deliver Pink (new), Green (3 month), and Blue (6 month) Cards.
- Foster involvement in the Chamber (BAH, Orientation, Committees) by new members during the first 3-6 months; Ambassador and Company paired-up “adopt- a-business” model and the same Ambassador makes 3 & 6 month calls on the same business.
- BAH: Attend and help with greeting, registration, guiding first timers, and prize patrol.
- Mentor new Ambassadors assigned to the team.
- Work with Membership Team to create Prospect Lists & Chamber Connects.

Rewards & Recognitions: Earn & track points by team to reveal Ambassador Team of the Month. And recognize the Ambassador Team of the month in the Chamber’s newsletter.

Monthly Meetings: Monthly Ambassadors Lunch Meeting continues as scheduled, with structure changed to include team time, networking and spotlights with Ambassador Members sharing 5-10 minutes about their business. Other elements to the monthly lunch meeting include recognitions & rewards, mini trainings, announcements, and give-aways.

Why Ambassadors:

- To better leverage the strengths of our members in engaging and serving our members resulting in increased member retention.
- To better serve our members and the greater community by utilizing an elite corps of volunteers who are professional in every manner and who, through their representation reestablish the Chamber’s reputation.
- To maximize the effectiveness of the Ambassadors by capitalizing on a more focused commitment vs. simply attending a networking lunch once a month.
- To provide the means for our members to foster meaningful, long lasting relationships rather than superficial, “one-time” contacts.

The Boise Metro Chamber of Commerce Ambassador Program is presented by:

Presenting Sponsor:



Ambassador Selection Process:

Ambassadors are selected through an application and interview process. Applicants are required to:
(Mark if completed)

- ☐ Attend one Ambassador Luncheon
- ☐ Be a current chamber member for 6 months
- ☐ Employed with current employer for 6 months
- ☐ Have submitted a completed Ambassador application

Applicants are evaluated on application info, professionalism, and Chamber involvement. Applications are submitted to the Ambassador Manager then forwarded to the Ambassador Leadership Team; consisting of Ambassador Officers and Team Leaders. Upon acceptance of an application by the Ambassador Leadership Team, an interview will be scheduled to complete the acceptance process. Applications will be reviewed monthly to determine whether an applicant will be invited to join.

2016 Ambassador Application

*Assisting the Chamber in Retaining and
Growing its Membership*

Name: _____

Company Name: _____

Position: _____

Address: _____

City: _____ St: _____ Zip: _____

Work Phone: _____

Cell Phone: _____

E-Mail: _____

Website: _____

General Questions

1) Did someone recommend you become an Ambassador? If so, who? _____

If no, please list one reference. _____

2) How long have you worked for your current employer? _____

3) Which Boise Metro Chamber events & activities have you attended in the past year?

(Mark all that apply)

- ☐ Metro Conversations
- ☐ Ambassador Lunch
- ☐ Business After Hours
- ☐ Annual Gala
- ☐ CEO Speaker Series
- ☐ Chamber Training
- ☐ Annual Economic Forum
- ☐ Grand Opening / Ribbon Cutting
- ☐ Leadership Boise
- ☐ Legislative Forum
- ☐ Mega Marketing
- ☐ TIPS Leads Group
- ☐ Other _____



- 4) What is your impression of the Boise Metro Chamber and the services it offers?
- 5) List 3 benefits your company has received from its Boise Metro Chamber membership.
 - 1.
 - 2.
 - 3.

Ambassador Questions

- 1) Why do you want to be a Boise Metro Chamber Ambassador?
- 2) What do you hope to gain from the experience?
- 3) Rank from 1-3 (*1 highest, 3 lowest*) your priorities/interest in:

_____ Networking
_____ Identifying potential new member businesses
_____ Helping retain current member businesses
- 4) What do you hope to bring to the Ambassadors?
- 5) Give an example of a volunteer experience you've had that has prepared you to effectively carry out the responsibilities of a Boise Metro Chamber Ambassador?



Agreement

Please initial next to the following items that you have read, understand and agree with the following expectations of being an Ambassador:

- _____ I will carry out the mission of the Ambassadors and represent the Boise Metro Chamber of Commerce in a professional manner, including abiding by a “business casual” or nicer dress code when serving as Ambassador (no shorts, jeans, sandals, Hawaiian shirts, etc.)
- _____ I will be committed to growing the membership of BMCC through the Chamber Connect Program and to retaining current membership through the Calling Card Program.
- _____ I will be informed about the events, activities, and work of the BMCC in the region, and work to engage new members into the offerings of the Chamber.
- _____ I will ensure that my company remains in good standing with BMCC.
- _____ I will meet the requirement of 75% (9 of 12) attendance at monthly Ambassador Meetings (2nd Wednesday of each month from 11:30 a.m. – 1:00 p.m., location varies.)
- _____ I will serve on an Ambassador Team and work to meet the requirement of 50% team attendance at all Grand Opening / Ribbon Cuttings / Open Houses.
- _____ I will remit a non-refundable Annual Fee of \$100.00 (pro-rated quarterly) for personalized name badge, and administrative expenses. (Name tags must be worn at event in order to be considered Ambassador participation.)
- _____ I understand that failure to meet the attendance, duty, conduct, or professional expectations of the program may result in dismissal from the Ambassador Program, and forfeiture of the Annual Fee.
- _____ My workplace is aware of my possible involvement as an Ambassador and supports me making the necessary commitment of time.

Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I also affirm that I am willing and able to make the time commitment required.

Printed Name: _____

Signature: _____

Date: _____

BMCC provides equal opportunities without regard to race, color, religion, nationality, gender, sexual preference, age, or disability.

Thank you for completing this application form and for your interest in volunteering with the Boise Metro Chamber of Commerce. You will be contacted in the next 30 days regarding your application to serve as an Ambassador.

Ambassador Code of Conduct

Mission Statement: Ambassadors assist the Chamber in retaining its members.

Code of Conduct: All representatives of the Boise Metro Chamber of Commerce, as advocates for the community, will provide an inviting and open atmosphere for networking and conducting business. As public relations representatives for the Chamber, Ambassadors must demonstrate respect for the community, other businesses, and each other. The purpose of this document is to acknowledge the standards and measures of conduct to which Ambassadors will be held - by the Chamber and by each other.

Ambassador Conduct: As a member of the Ambassador Committee, I recognize that membership is a privilege. Furthermore, membership brings with it the responsibility to insure that all members also understand and commit to the membership standards and guidelines.

Accordingly, I commit to:

1. Conduct all business and professional activities in a reputable manner, to reflect honorably upon myself and my business, and to respect the good reputation of the Chamber, and represent the Chamber accordingly;
2. Understand, support, and promote the Missions and Goals of the Chamber;
3. Refrain from making sexual or other inappropriate comments, jokes or innuendo;
4. Practice restraint when consuming alcohol at all Chamber associated events as to avoid intentional or accidental inappropriate actions, comments or words;
5. Respect the persons with whom I interact by honoring boundaries, recognizing there are different opinions, understandings and comfort levels, and accepting that it is possible to agree to disagree;
6. Respect the property, personal and professional, of the people and businesses with which I interact, by never stealing or defacing public or private property;
7. Participate, whenever reasonably possible, in the functions and activities of the Chamber, promoting business growth and related activities in the Boise region;

I also understand that failure to adhere to the professional and personal obligations outlined above, and further defined in the Chamber by-Laws, can result in the termination of my membership in the Ambassador Committee.

Ambassador Member Signature

Ambassador Member (please print)

Date