



Ambassador Program

What are Ambassadors of the Shenango Valley Chamber of Commerce?

Ambassadors are chamber members who volunteer as brand representatives for the Chamber and its services. Recognizing that members are the backbone of the organization, Ambassadors recruit and engage new members while supporting, encouraging, and spreading goodwill among existing members. Ambassadors promote the Chamber by becoming informed about its benefits, recommending its services, and fostering relationships. Whether volunteering at events, posting to social media, or giving back to the community, Ambassadors play a critical role in boosting the identity of the Chamber and cultivating its deep roots within the community.

SHENANGO VALLEY CHAMBER OF COMMERCE AMBASSADOR GUIDELINES

I. PURPOSE AND RESPONSIBILITIES OF AN AMBASSADOR

- a. Ambassadors will serve in a public-relations capacity for the chamber.
- b. Ambassadors will assist in recruiting new members by explaining member benefits, promoting chamber activities, and passing referrals to the chamber staff.
- c. Ambassadors will assist in retaining current members and encouraging their involvement in chamber committees, events, and programs.
- d. Ambassadors will serve as chamber representatives at ribbon cuttings, grand openings, breakfasts and luncheons, fundraisers, and other community events.
- e. Ambassadors will work as “volunteers” for specific events. When working an event in that official capacity, the ambassador will attend the function at no charge.
- f. Ambassadors will meet in regularly scheduled meetings as set by the Lead Ambassador and Board Liaison. Special meetings may be scheduled on the call of the Lead Ambassador and Board Liaison.

II. AMBASSADOR BENEFITS

- a. Honor achieved as the result of a competitive selection process
- b. Heightened visibility within the chamber and community by attending ribbon cuttings, grand openings, and fundraisers
- c. Expanded recognition for the business or organization each ambassador represents
- d. Upon acceptance into the Ambassador Program, Ambassadors will be highlighted via Chamber newsletter, social media post, and be listed on the Ambassador Page of the SV Chamber Website with a headshot and short bio.
- e. Professional networking opportunities
- f. Distinctive “Ambassador of the Year” awards at annual Awards Banquet
- g. Increased access to community and business leaders

- h. Professional growth gained through experience and knowledge in preparation for pursuing other leadership roles
- i. Will receive a Shenango Valley Chamber of Commerce Logo pin (*Encouraged to wear while volunteering at Chamber events, and when out representing the Chamber*)
- j. Opportunity to give back to the community through service

III. AMBASSADOR QUALIFICATIONS

Conduct an on-line search for characteristics of an effective ambassador and you will find endless lists of 5, 7, or even 10 key qualities. To help you determine whether Ambassador is the role for you, consider the following critical attributes we are looking for:

- *Effective Communication Skills*
 - *Passion for building and growing relationships*
 - *A prominent level of Professionalism*
 - *Collaborator willing to serve in a variety of roles*
- a. Ambassadors are limited to persons who are members in good standing, or employed by members in good standing, of the Shenango Valley Chamber of Commerce. Ambassadors should demonstrate commitment to the mission and goals of the organization, flexibility in the workday, and willingness to volunteer time and effort.
 - b. To become an Ambassador for the Chamber of Commerce, each applicant must submit a confidential application, which includes 3 open response questions, expectations, and a statement of commitment. The Executive-Director, Lead Ambassador and Board Liaison will review applications.
 - c. Each person applying to become an Ambassador must sign and adhere to the rules and expectations detailed in the confidential application. Failure to do so will result in forfeiture of membership in the Ambassador Program.
 - d. Ambassador applications will be accepted year round
 - e. Ambassadors will commit to a 1-year term; Possibility of 1 year renewal for a total of 2 years served
 - f. The Ambassador Program shall be comprised of no more than 20 members during each 1 year term. When vacancies occur, they will be filled as needed.
 - g. Ambassadors shall make every effort to attend the monthly meeting and scheduled events, which includes volunteer activities. Attendance will be recorded each month. If a member is unable to attend, it is his/her responsibility to inform the Lead Ambassador, Board Liaison, or Executive Director. Please note that more than three absences will result in the loss of your position as an Ambassador.
 - h. If an Ambassador can no longer fulfill his/her obligations to the program, he/she must notify the Lead Ambassador, Board Liaison, or Executive Director.

CONFIDENTIAL APPLICATION

Please note: Applications are accepted year-round and Ambassadors will be committing to a 1-year term.

Applicant Name (Print)

Name of Business/Company

E-mail Address

Contact Numbers:

(Business) _____

(Cell) _____

STATEMENT OF COMMITMENT

- a. I will attend the monthly meeting of the Ambassador Program, or if unable to attend, will notify the Lead Ambassador, Board Liaison, or Executive Director. Failure to attend or provide notification 3 times will result in forfeiture of membership in the Ambassador Program.
- b. I will attend the Chamber events which include but not limited to ribbon cuttings, Chamber Basic's sessions, summer event, annual dinner and/or before and after-hours events.
- c. I will contact new members in person, by phone or through electronic means to answer their questions concerning the Chamber and its services, encourage them to schedule a ribbon-cutting, invite them to participate in an orientation, seminars/webinars, and/or remind them of other chamber opportunities.
- d. I will assist Chamber staff in the recruitment of new members and retention of existing members. In addition to attending events, I will volunteer to "work" an event by setting up, tearing down, greeting attendees, taking control of registration, etc., a minimum of 2 times per year.
- e. I will conduct myself at all times in such manner as to reflect positively on my community at the Chamber.

I have read, and fully understand, the expectations required to serve as an Ambassador for the Shenango Valley Chamber of Commerce. I commit to fulfilling those expectations and respectfully submit my application to serve as a member of the Ambassador Committee for a 1-year term.

Signature: _____ **Date:** _____

Please read and sign/add your signature below statement and return:

By mail to Shenango Valley Chamber of Commerce, 41 Chestnut Ave, Sharon, PA, 16146; by fax (724) 981-5480; or via email office@svchamber.com.

GENERAL INFORMATION

1. How do you find it beneficial to be a part of the Shenango Valley Chamber of Commerce?

2. Why do you want to be a member of the Ambassador Program?

3. How will you utilize your strengths/talents for the betterment of the Shenango Valley Chamber Ambassadors?
