

# LITTLE ROCK REGIONAL CHAMBER

## AMBASSADOR APPLICATION

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Business/Organization Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Years with Business/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_, AR Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_  
Birthdate (month/day): \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

### **Community Service**

List your most relevant community, civic, professional, business, social and/or other organizations with which you have been involved during the past five years (attach additional sheet if necessary):

| <u>Organization</u> | <u>Years/Months Served</u> | <u>Positions Held</u> |
|---------------------|----------------------------|-----------------------|
| _____               | _____                      | _____                 |
| _____               | _____                      | _____                 |
| _____               | _____                      | _____                 |

List your most significant honors and/or awards (attach additional sheet if necessary):

| <u>Honors/Awards</u> | <u>Presented by</u> | <u>Year Presented</u> |
|----------------------|---------------------|-----------------------|
| _____                | _____               | _____                 |
| _____                | _____               | _____                 |
| _____                | _____               | _____                 |

### **Personal Statement**

Please write a brief statement offering why you want to serve as an Ambassador of the Little Rock Regional Chamber of Commerce (attach additional sheet if necessary).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **Attachments**

Along with this completed application, please submit a brief (one page) biography, as well as two (2) letters of recommendation. If accepted as an Ambassador, you will be asked to submit a business photo for use by the Chamber.

### **Commitment**

By signing below, I am confirming that I have read *The Ambassadors Mission and Guidelines* and fully understand the commitments required.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### **Employer Commitment**

By signing below, I am confirming that our business/organization is a member in good standing of the Little Rock Regional Chamber of Commerce and that the aforementioned applicant has our full support to devote the time necessary to serve as an Ambassador.

\_\_\_\_\_  
Signature Title Date



## **Ambassadors**

# **Mission & Guidelines**

**2018**

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## **I. CHAMBER MISSION**

The Little Rock Regional Chamber of Commerce is the principal business-driven leadership organization responsible for fostering the economic growth and development of the Little Rock Region to ensure that business and industry may operate profitably and enhance the earning opportunities and quality of life for every citizen.

## **II. AMBASSADOR PROGRAM MISSION**

The Little Rock Regional Chamber Ambassadors (The 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, membership 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.

## **III. MEMBERSHIP ELIGIBILITY**

A. Each Ambassador must be a full-time employee of a Chamber member business/organization in good standing.

B. In general, only one representative per Chamber member business/organization may serve as an Ambassador, although each situation may be reviewed by the Ambassador Leadership Council on a case-by-case basis before a final decision is made.

C. Each Ambassador must have the signed permission of their employer in order to serve. All Ambassadors' employers must also sign an acknowledgement that they have read and agree to the Mission & Guidelines.

D. If an Ambassador moves to a non-member business/organization, he/she has 60 days to recruit that business/organization as to membership in the Little Rock Regional Chamber or forfeit his/her membership in The Ambassadors. Individuals unaffiliated with any company may join the Chamber for a minimum \$350 annual investment. Any Ambassador that is not gainfully employed by a member business/organization in good standing within 60 days upon leaving his/her current business/organization may no longer serve, unless he/she joins as an individual. All former Ambassadors will have the opportunity to reapply for membership once he/she gains new employment with a Chamber member business/organization in good standing.

E. All Ambassadors must purchase an Ambassador polo shirt (\$40). Nametags will be issued to all new Ambassadors, with replacements available for \$10.00 each. In addition, all Ambassadors must contribute \$25 per year, due by January 31<sup>st</sup>, to the *Ambassador Discretionary Fund*, which is used for member recognition, gifts, etc. as deemed reasonable by the Ambassador Chairman and Chamber staff representative.

#### **IV. RESPONSIBILITIES**

A. The primary responsibility of The Ambassadors is to host ribbon cuttings/ground breakings/grand openings for Chamber member businesses/organizations. The Chamber averages 120 such events per year. They are generally scheduled at 11:00 a.m. or 2:00 p.m. Tuesdays and Thursdays.

- Ambassadors will be the official Chamber representatives at member business/organization Grand Openings, Ribbon Cuttings, Open Houses, Groundbreakings, Member Receptions and other membership activities.

B. Ambassadors host select Chamber events, including but not limited to *Business After Hours* and *Taste of the Rock*

C. Ambassadors are expected to assist in ticket sales for events at which they work

D. Ambassadors will participate in the Chamber's Annual Meeting by serving as Event Hosts, taking tickets, seating guests and performing other duties as needed

E. Ambassadors help recruit new members to the Chamber

F. Ambassadors help recruit new Ambassadors to the group

G. Ambassadors are expected to serve as an extension of the Chamber's communications efforts including marketing events and sharing good news

H. Ambassadors will have the opportunity to perform outreach to chamber members including visits to new and existing members and "Operation Thank You"

#### **V. ATTENDANCE**

A. Ambassadors are encouraged to attend general membership meetings, every two months, and may not miss more than two consecutive meetings or two meetings within a calendar year.

B. Ambassadors are expected to attend scheduled events, such as a member ribbon cuttings/grand openings/ground breakings, etc.

- The Chamber's staff coordinator for The Ambassadors will notify members of all events with as much advance notice as possible (generally, by the close of business on the Friday before the scheduled week). Background information about the activity will be provided as available.

C. The Chamber's Ambassadors staff coordinator (or other designee) will record attendance at all meetings/events. It is each Ambassador's individual responsibility to ensure his/her participation is recorded accurately.

D. Ambassadors are required to wear his/her Ambassador polo shirt and nametag at all scheduled events. The Chamber's Ambassadors staff coordinator will communicate the appropriate dress for each event.

E. An active Ambassador who has not met the minimum requirements for the year will not have their membership renewed for the following year.

F. The Chamber's Ambassador staff coordinator will resolve any point or attendance disputes.

## **VI. MEMBERSHIP APPLICATION**

A. Application for membership must be made in writing by completing an application and returning it to the attention of the Chamber's Ambassador staff coordinator.

B. The Membership Committee and Chamber staff coordinator will interview all applicants to verify his/her interest in becoming and ability to serve as an Ambassador.

C. The Membership Committee and Chamber staff coordinator reserve the right to accept or deny all applicants. Notification of acceptance or denial will be made in writing to the applicant.

## **VII. GENERAL MEETINGS**

A. Ambassador meetings are held on the last Thursday of every other month during lunch at the Chamber, unless otherwise indicated by the Chamber's Ambassadors Staff Coordinator.

B. Ambassadors may miss no more than 2 meetings a year.

## **VIII. Ambassador Leadership Council**

A. The Ambassador Leadership Council will be comprised of no more than seven active members as follows:

**Chairman**

**Vice Chairman (Chairman Elect)/Ambassador Membership**

**Immediate Past Chairman/Social Chair**

**Treasurer**

**Membership Outreach Chair**

**Event Chair**

**Chamber's Ambassador staff coordinator (ex-officio member)**

B. Each officer will serve a one-year term beginning in January

C. The Leadership Council will meet every two months opposite the Ambassador General Membership Meetings

D. To be considered for an officer position, the Ambassador member must be considered a Silver level Ambassador or above

E. Selection of new officers will be made by decision of Past Chair, Chair, Incoming Chair no later than December's General Membership Meeting

## IX. COMMITTEES

The Committees are:

### Events Committee

- Attend all committee meetings
- Provide input to Chamber staff on event production
- Sell event tickets
- Work all events (including set-up and take-down)
- Contact the Committee Chairman with issues, concerns, or ideas

### Membership Outreach Committee

- Provide input to Chamber Sales Team
- Coordinate Ambassador Outreach

- A. Each committee chairman will serve a one-year term, beginning in January.
- B. Committees will meet twice a year, and all meetings are required.

## X. POINTS

- A. Active Ambassador Membership is based primarily on participation and tracked by a point system. The following points are awarded for various activities and functions:

| Event  | Points  |
|--|---|
| Chamber Recruitment (Leads leading to new member)              | 75  |
| Ambassador Recruitment   | 50  |
| Leads leading to Extra Revenue (sponsorships, donations, ect.) | 75  |
| Working Event  | 75  |
| Business After Hours Ticket Sales                              | 10 per tickets sold<br>10 per ticket redeemed |
| Ribbon Cutting Attendance                                      | 25  |
| Share Event Information Post on Social Media                   | 5 (per post)                                  |
| New Member Visit   | 20 (per visit)                                |
| Existing Member Touch Point                                    | 15 (per visit)                                |
| "Operation Thank You"  | 250 (per day)                                 |

The Chamber's Ambassadors staff coordinator, in consultation with the Membership Chairman, will establish point values for any event/function not listed above.

- B. Bonus Point Opportunities

Bonus Points will be rewarded as outlined below

| <b>Event</b>  | <b>Bonus Points</b>   |
|---|---|
| Chamber Member Recruitment (Minimum of 5 new sales required to qualify for bonus) | Most Sales - 2500   |
|   | 2nd - 1500  |
|   | 3rd - 1000  |
| Ambassador Recruitment  | Points triple with each new ambassador                                |
| Working Event (BAH, Taste)  | 100% attendance – 1000  |
| Business After Hours Ticket Sales   | Most Sold - 1000  |
|   | 2nd – 750   |
|   | 3rd – 300   |
| Ribbon Cutting Attendance   | 95% - 2000  |
|   | 75% - 1000  |
|   | 50% - 500   |
| Share Event Information Post on Social Media                                      | 100% - 250  |
| New Member Visit  | 60 visits - 2000  |
|   | 40 visits - 1500  |
|   | 30 visits - 1000  |
| Existing Member Touch Point   | 84 TP – 1500  |
|   | 60 TP – 1000  |
|   | 36 TP – 500   |
| “Operation Thank You”   | Points Double after each day (Day 1 - 250, Day 2 - 500, Day 3 - 1000) |

## **XI. AWARDS, RECOGNITION & BENEFITS**

- A. Bronze Level – Provisional level for first year ambassadors
- Personalized name tag
  - Participation in bi-monthly meetings
- B. Silver Level – 2,500-3,999 points in previous year (minimum level)
- All previous level benefits
  - Eligible to serve in ambassador leadership role
  - Two (2) tickets to LRRC economic development or public policy series
  - Two (2) tickets to the “Final Friday” Series
- C. Gold Level – 4,000 or more points in previous year
- All previous level benefits
  - Complimentary Polo Shirt
  - Seat at “gold” table at annual meeting
  - \$250 gift card or individual chamber membership
  - Name recognition in annual meeting program
  - Four (4) tickets to LRRC economic development or public policy series event
  - Four (4) tickets to the “Final Friday” Series



- D. Platinum Level – emeritus status ambassadors
- Benefits follow points from Gold and Silver Levels
- E. Diamond Ambassador – Most points from previous year
- All previous level benefits
  - Ex-Officio seat on LRRC Board of Directors
  - Recognized on stage at LRRC annual meeting
- F. Ambassador of the Month

Everyone is eligible, this will be the ambassador(s) who earn(s) the most points during the month

The *Ambassador of the Month* will be recognized in *Business* (the Chamber's weekly e-newsletter), *Little Rock Business* (the Chamber's quarterly publication), as well as on the outdoor Daktronics screen

In addition to recognition at the Chamber's bi-monthly Board Meeting, a congratulatory letter will be sent to the employer of the *Ambassador of the Month*

*The Ambassador of the Month* will receive a \$25 gift card

- G. Ambassador of the Year

Presented annually, the recognition is based upon an Ambassador's leadership, total points and overall contribution to the missions of the Little Rock Regional Chamber and Ambassadors

*The Ambassador of the Year* will be recognized in the Chamber's Annual Report

In addition to recognition at the Chamber's Annual Meeting, a congratulatory letter will be sent to the employer of the *Ambassador of the Year*

*The Ambassador of the Year* will fill an ex-officio position on the Little Rock Regional Chamber's Board of Directors

The Ambassador's Chairman is ineligible for the award during the year he/she serves

- H. Additional Benefits

Annual Meeting – Everyone will be honored at the annual meeting

Tickets to Topic Series – Tickets will be given to ambassadors for our topic series

Table at *Business After Hours* – Twelve (12) total opportunities (two per event) offered to ambassadors in descending order of point total from the previous year. Ambassador not required to work event at which they have a table.

## XII. AGREEMENT & ACCEPTANCE

By completing and signing below, **Ambassador agrees** to the Mission & Guidelines and understands and accepts the requirements for active membership as set forth herein.

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

By completing and signing below, **employer agrees** to the Mission & Guidelines and understands, accepts and approves employee's active membership as set forth herein.

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_