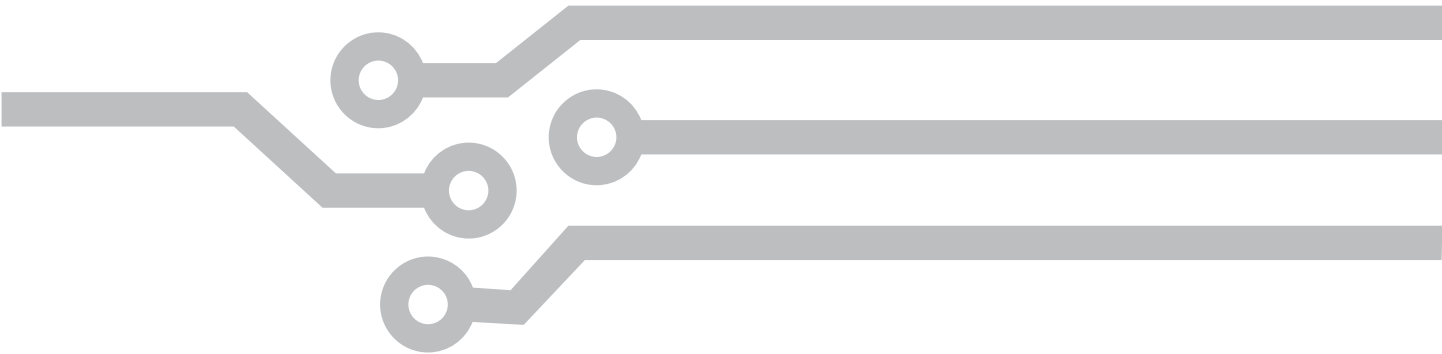




# Chamber Ambassador

**2017 HANDBOOK**





# ABOUT THE PROGRAMS

## AMBASSADORS AND EMISSARIES

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Thank you for your interest in the **Ambassador and Emissary Programs** at the Huntsville/Madison County Chamber. The Chamber is committed to furthering its mission of preparing, developing and promoting our community for economic growth. Our Ambassador and Emissary Programs play a vital role in helping the Chamber accomplish this mission.

The **Ambassador Program** consists of enthusiastic volunteers from the Chamber membership who donate their time to help build member commitment and raise community awareness of Chamber's mission and benefits of membership. In doing so, the Ambassadors grow professionally and personally by building business relationships within the community. Getting involved with the Ambassador Program is one of the first steps you can take to become more involved with the Chamber. The program is ideal if you have a desire to become more active in the local business community, raise awareness of your business/organization, and give back to your community.

Emissaries are advocates for the Chamber to current members. The **Emissary Program** is designed to increase membership engagement and retention rates. Members who are offered the responsibility of being an Emissary have already shown a strong sense of commitment and dependability by being an outstanding Chamber member and volunteer. Participation in the Emissary Program is by invitation only.

Both Chamber Ambassadors and Emissaries donate a tremendous amount of time to build strong Chamber member relationships, promote the mission of the Chamber, and raise community awareness. Every year, our Ambassadors and Emissaries donate more than 9,000 hours to this community, and the Chamber is stronger because of them!

### Ambassador and Emissary Program Details:

#### BENEFITS

- The Ambassador and Emissary programs provide opportunities for you to meet local business leaders and build lasting business relationships.
- A high level of visibility and credibility is extended to your business through involvement in these very prestigious programs.
- All Ambassadors and Emissaries may attend, at no charge, *The Chamber Factor* – a large, informal meet-n-greet held at the Chamber building on a quarterly basis.
- Other member events like our *Just the Facts* member orientation and *Wine & Cheese with the President* may be attended *by invitation only*. All of these events are excellent networking opportunities.
- You can expect to not only increase your monthly contacts but also your presence in the business community.
- Ambassadors and Emissaries are invited to attend the monthly program luncheon meeting. These meetings will be held on the first Thursday of the month starting at 11:30 a.m. (unless otherwise posted).
- The Ambassador or Emissary's name and company name, with a link to your email, will be displayed on the Ambassador or the Emissary directory page on the Huntsville/Madison County Chamber website. Emissaries will also have a link to their professional biography.
- You will experience increased name and face recognition for you and your business/organization.
- You will gain an insider's perspective of the local business community and the Huntsville/Madison County Chamber.
- You will benefit from introductions to local businesses.



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## REQUIREMENTS

- You must be employed by or own a business that has a Chamber business membership in good standing. Membership dues payment and/or all other payments due to the Chamber must be paid on time to remain an Ambassador and/or Emissary. If any of these payments are past due, you will be notified by Chamber staff to make payment immediately, or removal from the program will be required.
- Please have your employer's approval to participate in the program.
- Both Ambassadors and Emissaries are required to have a Chamber volunteer badge, and it is the responsibility of the volunteer to submit the name and company information as it is to appear on the badge to the Membership Retention Manager. If the badge is lost, stolen, or the volunteer changes companies or name, it is the volunteer's duty to pay for and order another badge.
- All Ambassadors must submit payment for the yearly Ambassador Program fee of **\$175** if joining the program.
- Emissaries will **not** be assessed a fee but will have more **required** volunteer duties.
- Ambassadors and Emissaries must read, understand, sign, and date the separate Code of Conduct form before any volunteer duties are assigned. The Code of Conduct information is included in this handbook.

## RESTRICTIONS

- You cannot (under any circumstance) solicit for any political issue or person at the Chamber building or on its grounds, at any Chamber event, meeting, or function.
- In order to maintain a diverse group, we do ask that only two individuals per business participate in either the Ambassador or Emissary Programs.
- Ambassadors and Emissaries may only promote their business that is a Chamber member. Any Ambassador or Emissary found promoting a non-member business or organization will be asked to stop immediately. Further promotion of a non-member business will result in the removal of the Ambassador/Emissary from the program.
- Ambassadors and Emissaries must RSVP to attend all meetings and luncheons (either by emailing **dmccrory@hsvchamber.org** or through the registration posted on the Chamber website) at least 3 days prior.
- Ambassadors and Emissaries may invite a different guest each month to attend the luncheon. However, these guests must be either a Chamber member wanting to find out more about the Ambassador Program or a potential member wanting to find out more about the Chamber. All guests must be approved (prior to luncheon day) by Chamber staff program manager to attend. **If your guest attends a meeting without prior approval, they will be charged \$20 for the lunch.**
- To join the Emissary Program, you must serve at least one year as an Ambassador and be asked by Chamber staff to consider the Emissary Program. No volunteers can recruit new Emissaries.
- All Ambassadors and Emissaries must read and sign a Code of Conduct form.

*The Chamber reserves the right to terminate immediately and without warning any Ambassador or Emissary.*



# Ambassador

## 2017 PROGRAM

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Throughout the year there are many opportunities to assist with the **Ambassador Program**. The opportunities may vary but include the following:

### 1. Build Lasting Business Relationships

**Ambassador Meetings** (held monthly, with the exception of July)

- a. Attend this **required meeting** to learn important program duties, network with a large group of business leaders within the Chamber programs, learn about the Chamber and how to obtain the most benefit from your membership, and help promote the Chamber's mission. (Please do not miss more than two meetings in a row!)

**The Chamber Factor** (held quarterly)

- a. Boost attendance by reaching out to members and non-members: This involves all Ambassadors taking the initiative to find those members who are new, or non-members and inviting them to attend *The Chamber Factor*. These meetings are industry sector specific but are open to all Ambassadors.
- b. Attend the event to network. A registration link will be emailed to all Ambassadors to sign up for *The Chamber Factor*. If you invite guests, please attend.

### 2. New Chamber Member Leads

- a. Help our membership team by relaying all leads for potential Chamber membership. You are not required/asked to close a membership; only relay your own experience with the Chamber. **A minimal of one lead per month is required.** A form will be on each table for the leads. If possible, please include a contact name and form of contact. Click on this link to view our member directory, so you're not referring members: [cm.hsvchamber.org/list/](http://cm.hsvchamber.org/list/)

### 3. Chamber Member Orientation

- a. Deliver (5) membership plaques and/or plaque inserts to new and existing Chamber members.
- b. Communicate with your assigned new Chamber member by inviting them to attend an upcoming *Just the Facts* member orientation, and making sure they are receiving the Chamber's *Monday Mash-up* e-newsletter.
- c. Visit your assigned new Chamber member business and thank them for their Chamber membership which helps grow our community.
- d. Help assemble New Member Packets at the Chamber building on a monthly basis. The date and time of these assemblies will be announced at each monthly luncheon.



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## 4. Ambassador Recruitment

- a. Refer all interested individuals to Donna McCrary, Membership Retention Manager, at [dmccrary@hsvchamber.org](mailto:dmccrary@hsvchamber.org) or 535-2027.

## 5. Ribbon Cutting Attendance

- a. Help our new and existing members in their special celebrations by representing the Chamber at member's ribbon cuttings and groundbreakings. **A minimal of (3) ribbon cutting/groundbreaking or 25% attendance is required per month. Also required is 100% attendance during your Ambassador team's month.** In case of an emergency, contact your team captain if you can not attend. Remember, your team captain will keep track of your attendance!
- b. Help create a cohesive membership through relationship building.
- c. Always follow ribbon cutting etiquette (see attached document). Remember, by attending the ceremony, you are a guest of the Chamber and will be representing the Chamber as an *Ambassador*. When introducing yourself to the hosts, do not ask them to do business with you! This is a chance to start and build a new relationship – not to ask for business! However, please do leave your business card, so the member knows that you attended and becomes aware of your company.

## 6. Ambassador Community Awareness, Professional Development and Volunteer Education Luncheons

- a. Each quarter, the Chamber will invite a community awareness or professional development expert to speak at the Ambassador luncheons.
- b. Other months will be an interactive, program development luncheon lead by our Ambassador Program Lead. This is the perfect time to learn about the program, ask questions and contribute your ideas.
- c. **Your attendance at these monthly luncheons is required to remain in the program.** If you cannot attend, please contact your team captain or Donna McCrary, Membership Retention Manager at 256-535-2027 or [dmccrary@hsvchamber.org](mailto:dmccrary@hsvchamber.org). These luncheons will be held the first Thursday of each month (except July), or unless otherwise announced. Please register at least (3) days prior to the luncheon. A link to register will be on our Chamber website.

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## 7. Ambassador Mentors

- a. Seasoned veteran Ambassadors will be asked to help new Ambassadors. To be an Ambassador mentor you must be a volunteer for at least one year and be deemed a leader by the Chamber Program Leads and Chamber staff. If you are interested, please let us know immediately.
- b. This is another chance to build a business relation while mentoring our incoming volunteers.

## 8. Ambassador Program Lead

- a. Every year, Chamber leadership will choose an *Ambassador Program Lead* to help guide, oversee, and grow the volunteer programs.
- b. Each Program Lead must be willing and able to attend **all** Ambassador luncheons, events (as asked to do so), and program meetings.
- c. Each Program Lead must be willing to emcee each Ambassador luncheon under the guidance of Chamber staff.
- d. To be considered, you must have been a ribbon cutting team leader and mentor – demonstrating top leadership skills and expert knowledge of the Chamber and its volunteer programs.
- e. Chamber senior management staff and the outgoing *Ambassador Program Lead* will ask for nominations, and then choose the incoming *Program Lead*.

*The Chamber reserves the right to make changes as needed with any events, meetings, and duties for any Chamber volunteer program.*



# CODE OF CONDUCT

## FOR AMBASSADORS AND EMISSARIES



The **Emissaries** role in providing a conduit for members to provide feedback to the Chamber is vital to our ability to provide programming relevant to their needs and enhancing our service to our members.

**Ambassadors** enhance the visibility of the Chamber with our members and the public.

Both the Emissaries and the Ambassadors play a key role in strengthening the relationship between the Chamber and our members.

Emissaries and Ambassadors are **not** spokespeople on behalf of the Board of Directors or Officers of the Chamber, and are **not** to speak on behalf of the Chamber. The responsibility of speaking on behalf of the Chamber resides with the Chairman of the Board and the President & CEO, and those they designate to speak on certain topics/issues.

The Huntsville/Madison County Chamber (HMCC) is committed to the highest ethical standards. Acting ethically is the foundation of all our endeavors. Our reputation depends upon the ethical conduct of everyone affiliated with HMCC. Volunteers, staff, and representatives set an example for each other, and for our members, by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

While no document can anticipate all of the challenges that may arise, the Code communicates key concepts and will assist HMCC volunteers, staff and representatives in making good decisions that are ethical and in accordance with applicable legal requirements. All are encouraged to discuss any questions or concerns they have with the Chief Executive Officer or Chairman of the Board of Directors.

### 1. REPRESENTING THE POLICIES, POSITIONS, AND/OR OPINIONS

Communicating the policies, positions, and opinions of the HMCC in a consistent manner by the appropriate officer or staff member is critical to maintaining the integrity of the Chamber's message and/or positions on key issues. Therefore, the following standards apply when communicating on behalf of /representing the HMCC:

- The Chairman and the President & CEO of the Chamber are authorized to speak on behalf of the Chamber.
- Vice Chairs of the Chamber are authorized to comment on activities within their respective divisions.
- Should a Vice Chair be unable to comment, the Vice President or Director of the

division will speak on behalf of the Chamber when they have received clearance from the President & CEO to do so.

- Under no circumstances are Ambassadors or Emissaries empowered to represent the Chamber in public settings, to the press, or in written communications on issues related to policies, positions, or opinions. The role of Emissaries is limited to interacting with their member contacts, sharing information on Chamber programs/activities, and sharing member concerns with Chamber staff.

### 2. PERSONAL AND PROFESSIONAL INTEGRITY

A personal commitment to integrity in all circumstances benefits each individual as well as the organization. We therefore:

- Strive to meet the highest standards of performance, quality, service, and achievement in working toward the HMCC mission.
- Communicate honestly and openly, and avoid misrepresentation.
- Promote an environment where honesty, open communication, and minority opinions are valued.
- Exhibit respect and fairness toward all those with whom we come into contact.
- Ambassadors and Emissaries should refrain from any conduct which is detrimental to the image of the HMCC. An Ambassador or Emissary may have their position terminated immediately due to such conduct.

### 3. GUIDANCE AND DISCLOSURE

Volunteers, staff, and representatives are encouraged to seek guidance from the Chief Executive Officer or Board Chair concerning the interpretation or application of this Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed. Staff, HMCC representatives and volunteers should contact the Chief Executive Officer or an officer of the Board. Reports of possible breaches will be handled in the following manner:

- All reports of possible breaches will be treated in confidence as much as the organization's duty to investigate and the law allow. If confidentiality cannot be maintained, the individual disclosing the possible breach will be notified.
- All reported breaches will be investigated, and, if needed, appropriate action will be taken based upon the policies of the organization.
- Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code.
- HMCC affirms prompt and fair resolution of all reported breaches.

### 4. BREACH OF PROTOCOL

Violation of the protocols will result in one or more of the following, depending on the nature of the breach:

- The President & CEO will meet with the person or people involved with the breach, explain the reason for the concern, and secure their assurance that such a breach will not take place in the future.
- The President & CEO will inform the offending person or people involved that their position as a volunteer Ambassador and/or Emissary has been terminated.



Chamber  
Ambassador

