



DEER PARK CHAMBER

**Deer Park Chamber of Commerce**

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Deer Park, Texas 77536

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***Ambassador Committee  
Policy and Procedures***

*Revision 07/13/2023*

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# Deer Park Chamber of Commerce Ambassador Committee

## Forward

The Deer Park Chamber of Commerce Ambassador Committee is an extension of the Chamber that represents local businesses. Active involvement in the Ambassador Committee benefits both you and your business by providing you with the opportunity to:

- Make new contacts with many area businesses.
- Develop in civic work and personal development.
- Expand the civic reputation of your business.
- Enjoy the feeling of success and accomplishment while receiving recognition for a job well done.

Most importantly, your participation as an Ambassador provides a valuable service to the Chamber. It ensures a needed membership base to broaden and carry out Chamber programs, offering benefits to not only you but, the entire Deer Park community.

This material outlines the duties and responsibilities of an Ambassador. It is designed for use during orientation training and as a reference for all committee members.

# **Ambassador Guidelines**

## **Mission**

To help recruit, welcome, and nurture new Chamber members; to aid in the retention of existing members; and to act as greeters, goodwill ambassadors, and networking facilitators at Chamber functions and events.

## **Purpose**

The Ambassadors shall be a prestigious committee designed to act as Chamber liaisons at Chamber and community events. They promote member participation and assist new members in becoming actively involved in Chamber functions. Ambassadors also aid in the development and growth of the Chamber through membership sales and retention.

## **Organization**

- The Ambassador Committee will consist of a maximum of 25 members.
- The Ambassador Committee shall be overseen by the Chamber's Ambassador Coordinator.
- The Chamber President/CEO shall appoint annually the positions of Chairperson, Vice Chairperson, and Secretary of the Ambassadors.

## **Expectations**

Members are expected to:

- Attend the annual retreat orientation session to clarify committee responsibilities.
- Attend monthly Ambassador Committee meetings.
- Ambassadors who miss more than 3 regular meetings of the Ambassadors shall be automatically dropped from the Ambassador's Committee unless confined by illness or other approved absence.
- Actively assist in Chamber activities, including but not limited to:
  - Attending scheduled Chamber functions.
  - Attending ribbon cuttings and new member welcome ceremonies.
  - Attending Surprise Patrol/Business of the Month events.
  - Greeting at monthly membership luncheons and hosting new members.
- RSVP to all events:
  - If you are unable to attend a scheduled event/meeting, please RSVP your regrets to the Ambassador Coordinator.
- Bring in new Chamber members and assist with new member support and retention.
- Make phone calls to Chamber members.
- Mentor/encourage new ambassadors.

## **Commitment**

1-year commitment from September 1 to August 31. Ambassadors will complete a new application each year.

## **Meetings**

The Ambassador Committee will meet on the second Thursday of each month for the purpose of making reports, receiving monthly schedules, calling members, and group networking.

## **Criteria**

- An Ambassador candidate must be a member of the Deer Park Chamber of Commerce or employed by a Deer Park Chamber of Commerce member in good standing for at least 6 months or more.
- They must provide a completed Ambassador application along with a brief bio for consideration by the selection committee.
- An Ambassador of the Deer Park Chamber of Commerce is asked not to participate simultaneously in another Chamber's Ambassador Program.
- Only one member/representative per company will be allowed to participate in the Deer Park Chamber of Commerce Ambassador Program.
- Employer must approve of your participation in the Deer Park Chamber's Ambassadors program. The employer must sign the Ambassador's application confirming they have read and approved the expectations and criteria of being an Ambassador.

## **Non-Compliant**

Members who are not compliant with Ambassador Committee expectations and criteria will be reviewed by the committee coordinator, chair, vice-chair, and secretary. Once reviewed, the Ambassador may be asked to take corrective actions or step down from the Ambassador's Committee.

## **Positions and Responsibilities**

### **Chamber Ambassador Coordinator**

The Ambassador Committee is overseen by the Chamber Ambassador Coordinator. This position is held by a chamber staff member. The Ambassador Coordinator shall be responsible for:

- Providing updates via email and event reminders as necessary to ensure attendance.
- Giving a monthly report to the Chamber President/CEO.
- Overseeing the Ambassador program and serving as the primary point of contact for ambassadors.

### **Ambassador Chair**

The Ambassador Chairperson is a position appointed by the Chamber President/CEO. The term for the position of Chairperson will run from September 1 to August 31 of the appointed calendar year. If the Ambassador Chairperson will be absent for any event or meeting, they are to let the Ambassador Coordinator and Vice-Chair know. The Ambassador Chairperson shall:

- Report to the Ambassador Coordinator.
- Conduct monthly Ambassador Committee meetings, ribbon cuttings, new member welcome ceremonies, and surprise patrols.
- Assign and oversee Ambassador tasks for membership events. These may include greeting guests, making new members feel welcome, and assisting with door prize distribution.
- Contact Ambassadors to notify them of upcoming events.

### **Ambassador Vice Chair**

The Ambassador Vice Chairperson is a position appointed by the Chamber President/CEO. The term for the position of Vice Chairperson will run from September 1 to August 31 of the appointed year. The Ambassador Vice Chairperson shall:

- Perform the duties of the Chairperson in their absence.
- Assist the Chairperson at meetings and events.

### **Ambassador Secretary**

The Ambassador Secretary is a position appointed by the Chamber President/CEO. The term for the position of Secretary will run from September 1 to August 31 of the appointed year. The Ambassador Secretary shall:

- Record monthly meeting minutes.
- Turn minutes in to the Ambassador Coordinator prior to the next month's Ambassador Committee meeting.

## **Selection Committee**

The Selection Committee shall consist of the Ambassador Coordinator, Ambassador Chairperson, Ambassador Vice Chairperson, and Ambassador Secretary. The Selection Committee will review any Ambassador applications that are submitted to the Ambassador Coordinator. The Committee will require a  $\frac{3}{4}$  vote for approval of new ambassadors. The Chamber staff has the right to overrule the Selection Committee's vote.

## **New Member Ribbon Cutting / Welcome Guidelines**

### **Ribbon Cutting**

Ribbon cuttings shall be held for all new businesses joining the Chamber that have been open for business for less than 6 months.

### **New Member Welcome**

A New Member Welcome Ceremony shall be scheduled for all existing businesses that are joining the Chamber.

### **Set Time and Date**

A time and date for the ceremony will be scheduled by the Events/Membership Coordinator approximately two weeks prior to the event when possible. The date should be in conjunction with the grand opening, if applicable. It is recommended that the ceremony not occur during the first week of operation to give the business owner a chance to settle in. No ribbon cuttings/new member welcome ceremonies will be scheduled for the months of July and December due to summer break and the holidays.

### **Event Responsibility**

Oversized scissors and ribbon will be provided for all ribbon cuttings by the Chamber. A photograph for news release photos will be provided by the Chamber. It is suggested that the business owner have someone in attendance for personal pictures.

### **Individual Responsibility**

Ribbon cuttings and/or new member welcome ceremonies will begin promptly at their scheduled time. Please arrive 10 to 15 minutes early. Anyone arriving late should quietly and inconspicuously join the group.



## **Chamber Membership Contact Information**

Ambassador members are asked to make phone calls to all Chamber members. Please watch for new member's pictures to be published on the Chamber's social media, website, or weekly newsletter, and give them a call to welcome them to our upcoming events. A phone call can be just the thing that helps a new member feel welcome and more likely to get involved and stay involved.

This is also a great way to follow up with prospective members you have already made contact with. A personal invite to an upcoming event may be just the thing that encourages them to join.

Up-to-date contact information for all our members can be found on the Chamber website at [www.deerparkchamber.org](http://www.deerparkchamber.org). Under the "Membership" tab, click "Member Directory". You will be able to look up members alphabetically or by entering the name of the business in the "search" field. If you do not see what you're looking for, please feel free to contact the office and we will be glad to assist you.

A call list will also be provided at Ambassador meetings.

## **Membership Involvement**

Constant contact with prospective members, new members, and current Chamber members is an important part of being an Ambassador. It helps ensure Chamber involvement by informing these individuals of upcoming programs while extending a personal invitation for them to join us.

## **General Guidelines**

1. Make calls one week prior to the event.
2. Use your name and business affiliation when introducing yourself as a Chamber Ambassador.
3. Leave an invitation message with the receptionist if the contact person is not available.
4. Remind members they are important to us and we need their participation.
5. Extend personal invitations to meet them at the door and introduce them to other business members.
6. Remind them to bring business cards for networking opportunities.
7. Ask them if there is anything the Chamber can offer them.

## **Order of New Member Welcome Events**

1. Welcome new member and thank them for joining the Chamber.
2. Give an overview of who is in attendance and how they represent their business and the Chamber.
3. Ask them to introduce themselves, their staff, their business, and hours of operation.
4. Present the new member folder and explain what is inside.
5. Present the New Member plaque.
6. Follow up by giving the opportunity for Ambassadors to stand and introduce themselves.
7. Wrap up the event by having a group picture taken in front of the company logo, if possible.

## **Presentation Speech for Chairperson**

I would like to present you with your new member items and plaque! In it, you will find a welcome letter from the Deer Park Chamber of Commerce Chairman of the Board. It also contains membership materials such as your Chamber decal and information on our upcoming events that we hope you'll be able to join us for. You'll also find our Chamber Ambassadors' business cards inside. If at any time during a Chamber function, or any other time you need assistance, please find a Chamber Ambassador and they will be glad to help.

If you're looking for more ways to promote your business, we provide welcome bags to new residents of Deer Park when they go to turn their water on at the City. You are welcome to provide brochures or flyers to go in these bags so that our new residents can see your information and hopefully reach out to you for your services! For more information, please speak with our Events/Membership Coordinator.

Finally, allow me to present you with your Deer Park Chamber Membership plaque. We hope that you will display this plaque with pride, showing that you are part of our outstanding business organization. A new plaque insert will be sent to you for each year that you choose to continue your membership.

So, on behalf of the Board of Directors, Members, and Staff, we WELCOME you to the Deer Park Chamber of Commerce!

# Deer Park Chamber Ambassador Application

## Commitment

One-year commitment from September 1 to August 31. Ambassadors will complete a new application each year.

Please fill out the form below and return it to Melissa Caylor at [Melissa@deerparkchamber.org](mailto:Melissa@deerparkchamber.org). The Chamber will review your application and contact you when your application has been processed.

## Applicant Information

- **Name:** \_\_\_\_\_
- **Work Phone:** \_\_\_\_\_
- **Cell Phone:** \_\_\_\_\_
- **Name of Member Organization:** \_\_\_\_\_
- **Email Address:** \_\_\_\_\_
- **Date of Birth:** \_\_\_\_\_ (Month/Day)

**Please describe why you'd like to serve as an Ambassador:**

## Statement of Commitment

I have read, understand, and agree with the Deer Park Chamber's Ambassadors Committee Policy and Procedures. I commit to serve as an Ambassador, and I will take an active role in completing all my responsibilities as an Ambassador.

- **Print Name:** \_\_\_\_\_
- **Signature:** \_\_\_\_\_
- **Date:** \_\_\_\_\_

## Employer Approval

I am \_\_\_\_\_'s supervisor, and I have reviewed the Ambassadors Committee Policy and Procedures. I understand there is a time commitment to being a Deer Park Chamber Ambassador and understand the value to our company. I agree to support their participation in the program.

- **Print Name:** \_\_\_\_\_
- **Company:** \_\_\_\_\_
- **Title:** \_\_\_\_\_
- **Signature:** \_\_\_\_\_

- **Date:** \_\_\_\_\_