

CHAMBER AMBASSADOR HANDBOOK



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CHAMBER CONTACT INFORMATION

Address: 125 S. Lewis St, Monroe, Wa 98272
Phone Number: (360) 794-5488
Website: www.choosemonroe.com
Facebook: choosemonroe
Twitter: choosemonroewa
Instagram: choosemonroe

Staff

Janelle Drews
Operations Manager
office@choosemonroe.com

Yvonne M. Gallardo-Van Ornam
Executive Director
director@choosemonroe.com

INTRODUCTION

Welcome to the Monroe Chamber Ambassadors. We are an enthusiastic, fun group of Chamber members who help promote and advance the services and programs of the Monroe Chamber of Commerce. As a Chamber Ambassador, you will facilitate the networking of other members as well as contribute to the Chamber's success and build your own valuable business network.

Ambassadors volunteer their time at Chamber events, such as TIME Out for Monroe, Community Awards, Chamber luncheons and ribbon cuttings. Other events like the ChiliBowl, Business Symposium and more benefit from Ambassador involvement.

Ambassadors are a key element of the Chamber's membership retention and expansion program. Ambassadors contact Chamber members and prospective members throughout the year to help them understand the Chamber's role in the community, how to maximize the many benefits of their membership and how to stress the importance of being actively involved in Chamber events and programs.

Finally, Ambassadors are a vital communications link between Chamber staff, officers and members, providing valuable feedback to assist in the development of Chamber initiatives. Ambassadors are highly respected for their contributions. The Chamber board, staff and fellow Chamber Ambassadors thank you sincerely for your interest and willingness to participate in the program.

AMBASSADOR 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.

CHAMBER MISSION

The Monroe Chamber of Commerce will encourage economic development and vitality through enhancement and support of business, city and community.

Focusing on networking, education and advocacy, the Chamber will promote a positive business climate by:

- Participating in community events and local programs
- Informing members of available resources for advancing their business
- Providing networking opportunities and events

CHAMBER VISION

To build a healthy and thriving community, one business at a time.

AMBASSADOR RESPONSIBILITIES

Chamber Ambassadors will represent the Chamber as if it were their own business. Ambassadors are the face of the Chamber at all events, and will conduct themselves accordingly. “Conduct unbecoming” may result in ambassadors being asked to leave the program.

AMBASSADOR EXPECTATIONS

Chamber Ambassadors are expected to attend all quarterly Ambassador meetings, help recruit new Ambassadors, provide new member support, assist with events,, mentor new Ambassadors, aid Chamber Membership retention and expansion.

Signing up and missing more than four events in a year may result in an Ambassador being asked to resign from the program.

Chamber Ambassadors are not expected to attend all Chamber functions and special events but Ambassadors are expected to help promote events out to new and current members and the community through social media, newsletters, etc.

AMBASSADOR EXPECTATIONS (CONT'D)

Quarterly Meetings

- Attend quarterly meetings
- Quarterly meetings are held the first Wednesday of Jan, April, July, and October at the Monroe Chamber office from 9:30 am to 10:30 am.
- These meetings help us all keep abreast of Chamber initiatives and programs, discuss city and county wide networking events, volunteer for upcoming events and discuss new businesses and members.

New Member Support

- Volunteer to follow-up with new Chamber members to welcome them. Establish personal contact and review Chamber activities and benefits. New member contact sheets are distributed at each meeting.
- Ambassadors are expected to follow up promptly on these contacts by phoning them and if possible, arranging to visit their place of business.
- Ambassadors then fill in pertinent information on the new member contact sheet, which they return to the Chamber staff representative at their earliest convenience so information may be entered into the Chamber database.
- Follow up monthly with an invitation to meet new member contacts at an upcoming Chamber event to introduce new members to others and help them to build Chamber relationships.

Aid Chamber Membership Retention and Expansion

- Assist the Chamber in identifying prospective new Chamber members and sharing information with them on the benefits of Chamber membership.
- Gather information, concerns and opinions relating to business/ community issues and to services and benefits provided by the Chamber of Commerce. Share this information with the Chamber Director.

AMBASSADOR EXPECTATIONS (CONT'D)

Assist with Events

- Serve as the meet and greet committee at Chamber functions and events, as well as act as network facilitators. Attend as many events as possible to help represent the Chamber and promote its programs and benefits.
- Volunteer to attend regular monthly and special events.
- Invite a Chamber member or guest who does not regularly attend to take part in an event with you.
- Volunteer to assist with the Chamber's major community engagement events, such as the Community Awards Ceremony, Music In The Park and Fair Days Parade.
- Volunteer to assist with the East County Job Fair.

Mentor New Ambassadors

- Established Ambassadors: mentor new Ambassadors to help familiarize them with the responsibilities and benefits of being an Ambassador.
- Ambassadors-in-training: "shadow" established Ambassadors at Chamber events and functions to become familiar with procedures.

Help Recruit New Ambassadors

- Identify potential new Ambassadors and inviting them to attend a meeting is essential to the program's success.

JOIN THE AMBASSADORS!

Becoming an Ambassador is easy.

Simply demonstrate your willingness to participate in the Chamber Ambassadors program by contacting the Monroe Chamber Executive Director at 360.794.5488 or director@monroewachamber.org.

Ambassador Responsibilities Overview

- Attend quarterly Ambassador Meetings
- Assist at two events per year (community engagement events, Award Ceremony, etc.)
- Review and understand Chamber membership materials with an emphasis on the benefits of membership.
- Review and comprehend the Chamber website, Facebook page and other social media outlets.
- Familiarize yourself with staff, board and committee chairs.
- Familiarize yourself with the services of our Visitor Information Center.

CHAMBER FUNCTIONS AND SPECIAL EVENTS

- Coffee and Connections
- Chamber Luncheons (2nd Tuesday of the month at 12 pm)
- Business After Hours
- Chamber Orientation (quarterly morning event)
- ChiliBowl (around the Super Bowl)
- 50/50 Raffle at Evergreen Speedway
- Host booth at Evergreen State Fair
- Community Awards Ceremony (in April)
- Music in the Park (every Friday in July. We host the beer garden)
- Wings and Wheels (We host the beer garden)
- Harvest Festival (in September)
- Fair Days Parade and Market (last Saturday in August)
- Business Symposium (October)
- Light Up Monroe (Sunday after Thanksgiving)
- Resource Fair

WELCOME ABOARD!

Remember....

Shop

Chamber Members

First

&

**Choose Monroe
to play, shop, stay
and RIDE!**

**Monroe Chamber of Commerce
& Visitor Information center**

www.choosemonroe.com

125 S. Lewis St.

Monroe, Wa 98272

360.794.5488