



**2026**  
**Ambassador**  
**Program**  
**Handbook**

# THE AMBASSADOR PROGRAM

The Ambassador Program is committed to championing business growth and business prosperity through mentorship, engagement, and volunteering. Ambassadors play a vital role in member retention, growth, and the overall success of the Chamber by volunteering their time and talents to support new and existing members in maximizing the benefits of their Chamber membership. Our mission is to cultivate a welcoming, supportive community where every member feels connected, engaged, and empowered to grow their business.

This mission is achieved by focusing on:

1. **Retention** – Enhancing member satisfaction and longevity through peer support and engagement.
2. **Engagement** – Actively involving members in Chamber events and opportunities.
3. **Volunteer Support** – Providing hands-on assistance to Chamber staff and events.
4. **Growth** – Contributing to the overall expansion and success of the Chamber community.

## JOB DESCRIPTION

- Group of knowledgeable volunteers who help increase engagement and retention of Chamber members by welcoming and connecting them.
- Serve as a link between Chamber members and the Chamber Staff
- Reach out to new members at least once within their first 90 days of membership.
  - Share with staff any pertinent concerns, issues, or thoughts a member may share about the Chamber.
- Attend at least 1 event each quarter, with a particular focus on Ribbon Cuttings
- Attend 1 Get Plugged in session Annually
- Engage with the Chamber's social media, especially in welcoming new members,
- Share referrals of prospective Chamber members.
- Volunteer at Chamber events, meet one-on-one with new members if a member requests it.

## MEMBERSHIP

Ambassadors serve a term of one (1) calendar year. Ambassadors must reapply in November if they wish to continue serving. Ambassador's companies must be in good standing with the Chamber. Applications will be reviewed by the Chamber selection committee. **\*The candidate's current job position should allow freedom to devote time necessary to contribute to and participate actively in Ambassador goal activities.**

## BENEFITS

- Increased exposure for yourself and your business
- Expanded base of contacts and clients
- Increased name and face recognition
- Increased referral opportunities through other Ambassador's
- Potential media coverage from attendance at Chamber events
- Gain an insider's perspective of the local business community
- Opportunity to meet local business and community leaders
- Recognition via Ambassador Spotlight Social Posts
- Opportunity for increased recognition by being named Ambassador of the Year
  - Event attendance, social media engagement, and referrals will be factored into the Ambassador of the Year decision.

## **AMBASSADOR DUTIES**

### **CONNECT WITH NEW MEMBERS**

When a new member joins, Chamber Team will send an email letting you know name, business, phone number and email for the primary contact. Please email, call, or send a card to the member within the first 90 days of their membership.

### **VOLUNTEER AT RIBBON CUTTINGS**

Ribbon Cuttings are a great way to get to know new and expanding businesses in Union County.

**Ambassadors are asked to attend at least 3 Ribbon Cuttings to help support fellow Chamber members.** At Ribbon Cuttings, Ambassadors will assist staff with the logistics of the Ribbon Cutting. Typically this will involve helping line up photo participants, arranging the ribbon, etc.

### **CONNECT, ENGAGE, AND VOLUNTEER AT EVENTS**

**Ambassadors serve as greeters at many functions.** Introduce attendees to Chamber staff, board members, other Chamber members, and Ambassadors. At events, pay careful attention to anyone who looks like they are feeling uncomfortable (sitting alone, checking their phone, or not talking to others) and engage with them. **Ambassadors are asked to attend at least 1 non-Ribbon Cutting event a quarter.**

#### **Responsibilities include:**

- Arriving for your assigned timeslot to review logistics with Chamber staff.
- Greet and shake hands with attendees until the function begins, help them find name tags, help with food, clean up, and other duties as assigned.
  - The Chamber will cover the cost of Ambassadors who volunteer for events. However, if you do not show up on your assigned day, or cancel less than 24 hours before, we will charge you for the ticket.
  - The process will be that you sign up on the Signup Genius for the event, and then the Chamber team will register you for the event.
- Always be on the lookout for someone standing alone; introduce yourself and introduce them to other members. Remember we want to make everyone feel welcome and a part of the Chamber. **The key is MAKING CONNECTIONS.**
- We ask that Ambassadors consider sitting with new members and introducing themselves to others in the room. When new members come to events and do not know people there, it can feel cliquish if Ambassadors are sitting together and not talking with other people. Please be mindful of others. First-time attendees at Chamber events have a star sticker on their nametag.

The Annual Golf Classic and the Annual Awards Gala are the largest events we host, and cannot be successful without volunteers. **We ask Ambassadors to volunteer to serve during at least one of these events.**

### **ENGAGE WITH THE CHAMBER'S SOCIAL MEDIA**

The Chamber's Social Media channels reach over 17,000 people. It is a powerful tool in our efforts to champion business growth and prosperity throughout Union County. Along with providing important information to help businesses grow, our Social Media highlights the wonderful businesses, municipalities, entertainment, parks, schools, and life in Union County. We also use Social Media as a way to publicly welcome new members.

**Ambassadors are asked to like, share, and comment on Chamber posts regularly on the Social Media channel of their choice.**

## **REFERRALS**

When a chamber member vouches for another business, it's a solid stamp of approval. Referrals from you help YOUR Chamber increase its reach in championing business growth and prosperity throughout the County. Referring businesses helps to create a tight-knit community that fosters unity, goodwill, and turns our chamber into a dynamic hub of success. We ask Ambassadors to refer members whenever possible. You can email Phillip Faust, Director of Business Development, at [phillip@unioncountycoc.com](mailto:phillip@unioncountycoc.com).

## **AMBASSADOR NAME TAGS**

Personalized nametags are supplied for Ambassadors. These nametags are excellent for self-promotion and are a great public relations tool for the Chamber. Ambassadors are encouraged to wear the nametags on all Chamber Member goodwill visits, at Chamber functions, and anytime when representing the Chamber. One name tag is provided at no charge. Replacements are \$10.00 each. If you need to order a replacement name tag, call The Chamber Team at 704-289-4567.