

# CHAMBER CHAMPIONS



HOPE MILLS AREA  
CHAMBER OF COMMERCE

AMBASSADOR PROGRAM  
Welcome  
Application  
Checklist



HOPE MILLS AREA  
CHAMBER OF COMMERCE

## CHAMBER CHAMPIONS

HOPE MILLS CHAMBER OF COMMERCE

Dear Ambassador:

It is with a great deal of pleasure that we welcome you as an Ambassador of the Hope Mills Area Chamber of Commerce.

Your mission as Ambassadors is to significantly increase membership retention by improving communications with our membership, increasing membership involvement and the support of all Chamber events and activities.

You will spend many hours per month on Ambassador duties. The time and energy which you devote to your responsibilities in implementing programs will naturally affect the degree and quality of the Hope Mills Chamber.

This packet will furnish information which will enable you to better understand the function of the Ambassador Program and the significance of your role. It will also serve as a convenient reference throughout the year as you seek information about Ambassador activities.

Thank you for your commitment and support to the Ambassador Program. Together we can make the difference in fulfilling our Chamber mission of continuing to maintain a well-informed, involved, responsive, and committed membership.

Sincerely,

Shawnelle Jones  
Ambassador Chairman



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## **AMBASSADOR GUIDELINES/CHECKLIST**

The Hope Mills Area Chamber of Commerce Ambassadors will serve as goodwill representatives by welcoming new members at functions, attending ribbon cuttings, participation in Chamber events and encouraging area businesses to become Chamber members.

## **GENERAL INFORMATION**

An ambassador must be a member in good standing of the Hope Mills Area Chamber of Commerce. An ambassador should, if applicable, have the formal endorsement and support of his/her employer or supervisor.

Ambassadors meet the third Tuesday of each month at 5:30 p.m. at the Chamber office. Attendance is expected and Ambassador Point Sheets are due at the time of the meeting.

As an ambassador you will receive a name badge as part of your application fee. Name badge replacement will be at the Ambassador's cost. Ambassadors are expected to wear their name badge at all official Chamber events.

Ambassadors serve as hosts at monthly Chamber events. Ambassadors are encouraged to bring prospective members. Ambassadors must keep track of their attendance and turn in their Point Sheet by the monthly Ambassador meeting.

## **GOAL**

- To attend ribbon cuttings
- To welcome new members by way of phone or personal contact
- To meet and greet and monthly Chamber meetings
- To assist with membership development activities and events
- Achieve 20 pts. on average per quarter to maintain status

## **GUIDELINES**

Ambassadors will make a one-year commitment to the committee with an initial \$20 application fee. This commitment will be reviewed each year and a re-commitment will be required at the time anniversary date.

Ambassadors will conduct themselves appropriately and be cognizant of the fact that the ribbon cuttings are meant to emphasize the new or re-opened business. Ambassadors will be well groomed, dressed in the appropriate attire and wear Ambassador name badge.



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### PROSPECTIVE AMBASSADORS

There is a **three-month waiting period** from the time of membership for all chamber members before accepted participation in the Hope Mills Area Chamber of Commerce Ambassador Program.

To be considered for the Ambassador program the prospect must have attended one of each of the following:

- Ribbon Cutting
- Business After Hours
- Monthly Membership Luncheon
- Ambassador Committee Meeting

### AMBASSADOR OF THE MONTH/YEAR

Ambassador of the Month will be recognized at a monthly membership event, Business After Hours or Membership Luncheon and on the Chamber's website.

Ambassador of the Year will be awarded at the Chamber's Annual Awards Gala.

### COMMITTEE JOB DESCRIPTION

Committee Chair – the Chamber President will appoint the committee chair for the following fiscal year based on nominations from the committee. Selection is based on participation and leadership abilities demonstrated.

- The Chairman will attend monthly Ambassador meetings, ribbon cuttings, and other designated functions.
- The Chairman will encourage committee participation.
- The Chairman will work with the Chamber staff to assist as needed.
- The Chairman will arrive ten minutes before ribbon cutting ceremonies.



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## Checklist

As a new Ambassador for the Hope Mills Area Chamber of Commerce, please use this checklist to guide you through the program:

- New member application completed and fees paid to the Hope Mills Area Chamber of Commerce.
- Headshot photo provided to the Chamber for Ambassador page on the website.
- Write a short bio for your listing in the Hope Mills Area Chamber of Commerce website Ambassador page and send to [hmacc@hopemillsareachamber.org](mailto:hmacc@hopemillsareachamber.org)
- Provide the website to be listed with your profile on the Ambassador page.
- Review Guidelines and Point System and begin tracking your points.
- Attend monthly Ambassador Committee meetings the third Tuesday of every month.

**We sincerely thank you for the dedication and commitment and welcome you to the Hope Mills Area Chamber of Commerce Ambassador program!**

Signature \_\_\_\_\_



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## AMBASSADOR PROFILE

Join Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Cell Phone \_\_\_\_\_

Other Professional Organizations, Interests, and Civic Activities

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### Fees and Profile

\$20 Application Fee Includes: (Excludes Jr. Ambassadors)

- 1 Ambassador Name Badge
- Special website listing under Ambassadors
  - o Attach a short paragraph about yourself to put on the website.
  - o Attach a headshot to be included in website. If you do not have a headshot, please contact the Hope Mills Chamber at 910.423.4314.
  - o Include website address you would like us to link to your profile under Ambassadors on the Chamber website.

Payment included  Check  Credit Card

CC # \_\_\_\_\_ Exp. Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Date \_\_\_\_\_



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## AMBASSADOR POINT SYSTEM (Jr. Ambassadors may differ)

The Ambassador Program is critical to the growth and well-being of the Hope Mills Area Chamber of Commerce. We strive to recognize your efforts to build and strengthen the business community. Please complete this form and return with your attendance at the monthly Ambassador Committee meeting.

Ambassador Name: \_\_\_\_\_ Month: \_\_\_\_\_

Activity	# Of Events Attended	Point Value	Total Points Received
Help at regular Chamber Events		5 Points Per Event	
Help Staff in Chamber Office (Jr. Ambassadors are required to complete 10 hours office hours per year)		2 points per hour	
Attended Monthly Membership Luncheon		5 Points Per Event + 2 for working at lunch	
Attended monthly Jr. Ambassador meetings		5 Points Per Event	
Attend Town Commissioners Meeting		5 Points Per Event	
Assisted Chamber by being Event Day <del>Volunteer</del>		5 Points Per Event	
*New Member Follow-up Visit(s)		5 Points Per Event	
Recruited New Ambassador		X 10	
Recruited New Member		X 25	
Attend Ribbon Cutting		5 Points Per Event	
Volunteer with Town of Hope Mills Special Events		5 Points Per Event	
		<b>Monthly Point Total</b>	



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## AMBASSADOR COMMITTEE

**Chair** Shawnelle Jones

**Co-Chair** Karsie Lowe

**Member** Brenda Leidholdt

**Member** Jerel McGeachy

**Member**

**Member**

**Member**

**Member**

**Jr. Ambassador** Jerel McGeachy Jr.

**Jr. Ambassador** Jordan Noe

**Jr. Ambassador**

**Jr. Ambassador**