



Ambassadors Committee Guidelines: Elevating Engagement and Retention

The Ambassadors Committee plays a vital role in fostering a vibrant business environment by actively supporting Davie County Chamber of Commerce’s events, programs, and initiatives. Our Ambassadors connect members, promote benefits, and serve as key liaisons within the business community. These guidelines are designed to enhance your impact, provide clear direction, and offer valuable opportunities for your professional growth and networking.

Mission

To champion Davie County Chamber of Commerce by actively engaging with members, supporting chamber initiatives, and fostering strong relationships that drive community and business growth, with a dedicated focus on member satisfaction and retention.

Core Responsibilities

As an Ambassador, your commitment to the following areas ensures the success of our committee and the satisfaction of our members:

1. Member Engagement & Retention

A primary goal for our Ambassadors is to enhance member satisfaction and drive retention through proactive engagement.

- **Personalized Outreach:** Regularly call or visit existing members to gauge their experience and encourage participation in Davie County Chamber of Commerce’s activities, as well as identify areas where Davie County Chamber of Commerce can provide more value and understand challenges they face.
- **Knowledge Sharing:** Be prepared to share basic knowledge of Davie County Chamber of Commerce’s programs, services, and upcoming events, ensuring members are aware of all the benefits available to them.
- **Feedback Loop:** Act as an ear to the ground. Collect feedback from members regarding their satisfaction, communicate insights to Davie County Chamber of Commerce’s Ambassador Chair, and record in the outreach tracking tool to help improve offerings and address concerns.



2. Active Participation & Representation: Your presence and enthusiasm at Davie County Chamber of Commerce's events are crucial for demonstrating the value of membership and building community.

- **Event Attendance:** Commit to attending a minimum of two (2) Davie County Chamber of Commerce networking event per month, including but not limited to:
 - Networking Socials
 - Ribbon Cuttings / Grand Openings
 - Coffee and Connects
 - Monthly Meetings
- **Meeting Attendance:** Commit to attending Ambassador Committee Meetings annually - (3 excused absences)
- **Networking & Introductions:** Actively engage with attendees at events, make member-to-member introductions, and help facilitate valuable connections.
- **Brand Advocacy:** Positively represent Davie County Chamber of Commerce at all times. Utilize provided Davie County Chamber of Commerce's collateral, maintain confidentiality regarding internal committee discussions, and act as a positive extension of the organization in the community.

3. Membership Growth & Support: Support the growth of Davie County Chamber of Commerce's by identifying prospects and assisting with their integration.

- **Prospective Member Referrals:** Identify and refer prospective members to Davie County Chamber of Commerce's staff.
- **New Representative Integration:** Guide and support new representatives of existing member companies as they navigate their initial involvement with Davie County Chamber of Commerce.

Eligibility & Maintenance for Active Status

To ensure a high-performing and dedicated committee, Ambassadors must:

Eligibility:

- Be a Davie County Chamber of Commerce member in good standing for a minimum of one year.
- Participate in a mandatory Ambassador orientation.



- Possess general knowledge of Davie County Chamber of Commerce services, programs, and the Davie County business community.
- Demonstrate a strong desire for community involvement.
- Show initiative and motivation to connect with members and businesses.
- Exhibit leadership qualities to guide and support members.

Maintaining Active Status:

- Fulfill all Ambassador Core Responsibilities as outlined above.
- Commit to one year of volunteer service.
- Adhere to Davie County Chamber of Commerce's code of conduct and confidentiality guidelines.

Ambassador Recognition & Opportunities

We value your dedication and believe in providing opportunities for your personal and professional growth.

- **Networking:** Build strong relationships with a diverse group of professionals and community leaders.
- **Visibility:** Increase your visibility within the Davie County Chamber of Commerce business community.
- **Impact:** Directly contribute to the growth and retention of Davie County Chamber of Commerce membership, strengthening our business community's ecosystem.
- **Leadership Development:** Enhance your leadership, communication, and relationship-building skills.

Revocation of Ambassador Status

Ambassador status may be reviewed and potentially revoked due to:

- Cancellation of Davie County Chamber of Commerce membership.
- Inability to consistently fulfill agreed-upon responsibilities.

These guidelines aim to empower you as a Davie County Chamber of Commerce Ambassador, making your role impactful, engaging, and mutually beneficial. We look forward to a successful year focused on strengthening our membership and expanding our community influence!