

**AMBASSADOR CLUB GUIDELINES
OF
THE SPRINGDALE CHAMBER OF COMMERCE**

Revised September, 2015

ARTICLE I

Section 1. Objective

The Ambassador Club is organized to achieve the objective of:

- A. Act as official goodwill greeters and volunteer liaisons between the Chamber and its current and prospective members.
- B. Gather to open new businesses as designated by their initial payment of membership in the Springdale Chamber of Commerce.
- C. Increase commitment to the Springdale Chamber while gaining additional exposure for yourself and your business.
- D. Assist in securing new memberships for the Springdale Chamber of Commerce.

Section 2. Qualification

- A. Any reputable person who holds a membership (Level 2 minimum) in the Springdale Chamber of Commerce shall be eligible to serve as a Chamber Ambassador.
- B. Membership shall be determined through an individual application to the Springdale Chamber of Commerce and approved by the chamber staff. There will be a limit of 3 Ambassadors per company with exceptions at the discretion of the chamber President.
- C. Upon resignation or disqualification of current members, vacancies will be filled by the Director of the Ambassador Club.

ARTICLE II

Section 1. Membership and Responsibility

Applicants must:

- A. Be a member in good standing, individually or through their company.
- B. Be willing to sign the Ambassador Guidelines and adhere to all responsibilities and requirements.
- C. Have a general knowledge of the Chamber, its initiatives, programs and staff.
- D. Purchase and wear the official red coat or shirt to all functions designated as Ambassador Activities.
- E. Be able to attend no less than 60% of all assigned activities. Ambassadors can expect to spend 1-3 hours per month on Ambassador duties including but not limited to: Ribbon Cuttings/Ground Openings, Ambassador Luncheon, new and existing member retention phone calls/visits, volunteering at networking and special events.

ARTICLE III

Section 1. Investment and Uniform

- A. Ambassadors must agree to the financial investment of purchasing a red coat, shirt and name badge that is the official uniform of the Springdale Chamber Ambassador Club. The uniform is purchased by the Springdale Chamber upon payment of the applicant’s registration invoice. Payment must be made within 30 days of invoicing.

Each year thereafter there will be an annual lunch meeting expense.

- B. The official uniform shall be worn to all Chamber sponsored events. If a pattern of not wearing the uniform develops, a written notice will be sent from the Director of the Ambassador Club. If this pattern continues, the Ambassador will be agreeable in resigning.
- C. Members will be responsible for maintaining the cleanliness of the official uniform and will be responsible for any costs in doing so.

ARTICLE IV

Section 1. Point Structure, Recognition

- A. The Director of the Ambassador Club will be responsible for keeping up with the points to monitor attendance of Ambassadors. The minimum requirement is at least sixty (60) percent attendance within a calendar quarter.

Point System:

Event/Activity	Points Awarded
Monthly Ambassador Luncheon	30
Ribbon Cutting	20
Networking Event Volunteer	20
Networking Event Attendee	10
Chamber Event Volunteer	30
EXTRA CREDIT OPPORTUNITIES	
New Member Retention – includes calls, emails, personal visits	15 per
Annual Member Retention	15 per
Chamber Investor Lead & Confirmation	30
New Ambassador Lead & Confirmation	30

- B. Ambassadors provide an essential service to the Springdale Chamber and its staff. In appreciation for the service and work, Ambassadors are rewarded with recognition. Ambassadors who exceed the annual goal are also eligible for additional recognition and promotion for themselves or their company. Ambassador of the Year will be awarded to the volunteer who accumulates the most points over a 12 month period, January 1 – December 31.

Section 2. Leave of Absence

- A. A leave of absence may be requested to the Director of the Ambassador Club to be acted upon at their discretion. No member shall be granted a leave of absence for more than two (2) consecutive quarters. If a member requests a leave for three (3) quarters in one calendar year, their membership shall be considered vacated and a replacement shall be named according to the Guidelines.

Section 3. Forfeiture, Resignation

- A. Any member of the Chamber Ambassadors who personally or whose company forfeits, resigns or has his/her membership expelled in the Chamber shall equally be forfeited.
- B. Any Ambassador failing to meet the attendance requirements will be agreeable to resignation.
- C. All resignations shall be submitted in writing to the Director of the Ambassador Club.
- D. Failure to meet the minimum requirements for participation could result in member being placed on probation for the next quarter. Each Ambassador will be limited to one (1) probationary quarter per calendar year. A leave of absence (see Article IV, Section 2A. Leave of Absence) may be given if extenuating circumstances arise that might prevent an Ambassador from meeting minimum requirements for an extended period of time. Our goal is not to be rigid, but to look out for the best interest of the Ambassador Club and its objectives.

ARTICLE V

Meetings

- 1. The Ambassador Club will meet monthly from 12-1 p.m. for a luncheon/meeting on the last Tuesday of each month, unless special circumstances prevail. Members will be notified in advance of the meeting by the Director of the Ambassador Club.
- 2. Ambassadors will be notified of Ribbon Cuttings/Grand Openings and all other Ambassador activities via email/Outlook invitations by the Director. You are expected to accept or decline all invitations to ensure proper attendance at all functions.



NEW AMBASSADOR COMMITMENT

As a member of the Springdale Chamber of Commerce Ambassador Team, I confirm my commitment to this partnership for one calendar year. I understand the benefits of being an Ambassador and have an interest in supporting the Chamber and its' members. I will work with staff in the capacity outlined in the Guidelines to spread the positive message surrounding the benefits included in becoming a member investor of the Springdale Chamber of Commerce.

I understand and agree to the time commitment of 1-3 hours per month. I also understand and commit to the financial investment for the first year that covers the cost of the official Ambassador Red Coat uniform and monthly Ambassador meeting meal costs. Thereafter there is an annual cost for the Ambassador Luncheons. I understand that I and/or my employer must be a member of the Springdale Chamber of Commerce and there is a minimum requirement of meetings and functions in order to maintain my position on the Ambassador Team.

Ambassador Applicant

Date of Application

Sign and return via email to Ginger LaMar ginger@chamber.springdale.com or Alana Whatley alana@chamber.springdale.com at the Springdale Chamber or mail/drop to the address below.

Questions? Contact Ginger or Alana at 479-872-2222.

APPLICANT APPROVAL:

Director of Ambassador Programs

Date Approved