



#### *What is an Ambassador?*

- An Ambassador of the Newcastle Chamber of Commerce is a very important part of the day-to-day operations of the Chamber.
- As an Ambassador, you are a goodwill representative of the organization that works for business and community interests in Newcastle.
- Your commitment and participation in any Chamber activity is greatly appreciated.
- Each minute of volunteer time is needed and worthwhile to you, the community and the Chamber.

#### *What are my responsibilities?*

- Ambassadors are the public relations arm of the Chamber of Commerce.
- Serve as the welcoming committee for new member orientations and ribbon cuttings
- As helpers at special events, membership luncheons, Networking Breakfasts, Business After-Hours Mixers, and membership drives
- Act as mentors for new members getting acquainted with the Chamber
- Representatives of the Chamber as they conduct business for themselves in the Newcastle Community.

#### *How much information do I need to know about the Chamber?*

- The Newcastle Chamber of Commerce is a business organization that works on behalf of its members through the Board of Directors and committees as outlined in our Program of Work.
- Use it as a reference when talking about the Chamber with another member or prospective member.
- The work of the Chamber is financed by the investment of the members who support it by paying their "fair share" in membership dues.
- Ambassadors actively recruit new members for the Chamber.
- Remember, anyone interested in the community is a potential member.

#### *Is there a special meeting time?*

- The Ambassadors meet on the first Wednesday of each month, January through December at 11:45 a.m. for lunch at the chamber office.
- New Ambassadors are introduced, pertinent information is discussed and award winners are recognized at these monthly meetings.

#### *What are ribbon cuttings?*

- Ribbon cuttings introduce new members to the Chamber of Commerce. They are typically held on Tuesdays and Thursdays either at 11:30 a.m. or 1:30 p.m., at the new member's place of business or at the Chamber office.
- We encourage each Ambassador to come by to meet the new members with the opportunity to introduce yourself.
- This is an excellent way to promote your business.

#### *Special Events*

- Each year there are various events such as the Annual Banquet, Trash Off, City Wide Garage Sales, Another Man's Treasure Weekend Market, Golf Tournament, Great Pumpkin Fest, Tri City Showcase of Homes, Christmas Tree Lighting, Holiday Merchant Giveaway, monthly Luncheons, Membership Drives and Business After Hours Mixers and Networking Breakfasts where the Chamber needs volunteers to help with registration, information, set-up and tear-down, etc.
- Volunteers can give one hour or a full day, it's up to the volunteer.

#### *Adopt-A-New-Member Cards*

- Ambassadors have a key role as contacts for new members to learn about the Chamber as *their* business organization in the Newcastle area.
- As an Ambassador, you will contact new members during the first quarter of their first year allowing them to build rapport with an experienced Chamber member.
- An Adopt-A-New-Member card is provided to keep a record of your visit.

#### *What kind of recognition is there?*

- An award system has been developed on a point system basis for the purposes of identifying award winners throughout the year.
- The *Ambassador of the Month* "traveling trophy" is given to the Ambassador with the most points each month in recognition of their outstanding service to the Chamber.
- The *Top Membership Sales Award* is given to the Ambassador who brings in a minimum of 10 new Chamber memberships during the year.
- The *Ambassador of the Year* is awarded to the Ambassador who earns the most points overall for the current year.
- The trophy winners are recognized at the Ambassador Luncheons, Chamber Luncheons and in the Chamber newsletter, *Chamber Chatter/Quick Notes*, and local media.

#### *How are points earned?*

- A point system has been established to choose the Ambassador of the Month and Year Awards and to Award prizes at various levels.
  - Award: Point Value:
    - Ambassador name badge 250 Each Ambassador is required to redeem their first 250 points for the name badge.
    - Once the initial 250 points are achieved, points accumulate for additional awards.
  - Function: Point Value:
    - Monthly Ambassador Luncheon 25
    - Membership Sales 50
    - Chamber Luncheon 15
    - Ribbon Cutting 10
    - New Ambassador Recruit 5
    - Adopt-A-New-Member cards\* 5
    - New Member Orientation (work) 15
    - Attendance at Chamber functions 10
    - Bringing a first time guest to event 15
    - Each hour worked at special event 5

*(See Point Sheet for more details)*

Each Ambassador is responsible for keeping track of his/her points and for signing in at each activity to receive full credit for points earned. Point sheets must be turned in to the Chamber office by noon on the last day of the month. Chamber staff will tally the points for awards. *\*Ambassadors may take up to five new member cards at a time. Cards must be turned in by noon on the last day of the month to earn points. Points will be deducted for any cards not returned or turned in late.*

#### **FOR MORE INFORMATION CONTACT:**

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