

WestShore Chamber of Commerce - Ambassador Program

Program Overview

A WestShore Chamber of Commerce Ambassador is a current member who acts as a representative on behalf of the Chamber on a voluntary basis. The Ambassador is a liaison between members and staff. The Ambassador creates a relationship with existing members to provide information on Chamber initiatives useful to that member, and feedback to the Chamber. The Ambassador also welcomes new members. The work of the Ambassador helps the Chamber to continue to learn and develop as a relevant and crucial service organisation.

Ambassador Criteria

Members in good standing who have held a membership for a minimum of two years or who have been substantially engaged for one year are welcome to apply. Ambassadors should be able to support the [Vision, Mission and Values](#) of the Chamber as well as our Code of Conduct.

Benefits of Being an Ambassador

- Develop new and meaningful connections with local business owners
- Opportunity to be seen as a leader and positive role model in the community by actively contributing to the work of the Chamber
- Recognised through a dedicated Chamber webpage
- Get more out of your membership by actively engaging with fellow Ambassadors and members.

Responsibilities of Ambassadors

- Connect with new members at the six-month mark of their membership
- Act as a liaison between members and Chamber staff by providing feedback regarding membership
- Taking part in grand openings/ribbon cuttings when available to do so
- Attendance at Chamber events when available to do so
- Make members feel comfortable by introducing them to others at their first event, or making sure they have another Ambassador to do so if you're not available
- Establish contact with existing members based on what works for them. Subject to member agreement agree a touch point of at least once per year (this part of the role to be developed as the Ambassador team grows.)

Expectations of Ambassadors

- Attendance at a meeting with all Ambassadors once per month
- Come prepared for and actively participate in monthly meetings. If unable to attend a monthly meeting, let Chamber staff know and provide any updates you have that would otherwise have been shared at the meeting
- Follow through with the actions you have signed up for
- Make contact with new members within the six-month mark of their membership
- While you are very welcome to let the member know what you do, any further prospecting or sales is based on member interest and request.

