

AMBASSADOR APPLICATION



Ambassadors are highly visible volunteers who serve as the primary liaison between the Conway Area Chamber of Commerce and its members. Each Ambassador is charged with conveying member needs, questions, and concerns to Chamber staff, while also engaging members in Chamber and community events. The Ambassador committee plays an essential role in member communication and retention.

Expectations

The Chamber board and staff hold the following expectations for Ambassadors:

- 1) As an extension of the Chamber, Ambassadors will:
 - a. Actively and positively promote the Conway Area Chamber of Commerce in the business community.
 - b. Refer prospective members to the Chamber for follow up.
 - c. Work with new Chamber members to connect them to the organization and with existing members to help them remain active and involved.
- 2) Ambassadors deliver membership packets to new members of the Chamber, orienting each new member about the various ways in which they can become connected and promote their business. Ambassadors are expected to follow up with these new members.
- 3) Ambassadors represent the Chamber by attending ribbon-cutting ceremonies and other Chamber events as they are able.
- 4) Ambassadors will be required to obtain a minimum of 25 points per quarter. The **Ambassador of the Quarter** will be selected based on the number of points earned. The chosen individual will be featured in a Chamber social media post, which will highlight them and their business. An **Ambassador of the Year** will also be selected and recognized each calendar year. Outstanding members of the Ambassadors committee who have participated over an extended length of service will also be recognized as agreed upon by committee leadership and Chamber staff.

An outline of the number of points various Chamber events and activities are worth will be provided to Ambassadors.

COMMITMENT

I have reviewed the Ambassador program information and understand all that is required of me. By signing below, I confirm that I am committed to being an Ambassador of the Conway Area Chamber of Commerce.

Signature: _____ Date: _____

Name: _____ Company Name: _____

Title: _____ Email: _____

Business Phone: _____ Cell Phone: _____

Business Address: _____ City: _____ State: _____ ZIP: _____

Personal Statement

Please write a brief statement as to why serving as a Chamber Ambassador is important to you.

Please send your completed Ambassador application to:

Leo Cummings III, Director of Sales & Member Engagement

Leo@ConwayArkansas.org