

Bulverde Spring Branch Chamber of Commerce  
AMBASSADOR PROGRAM

GOAL – to establish an expectation of the Ambassador program that will outline the benefits of being an ambassador, expectations, accountability, and activity management.

**BENEFITS OF BEING A CHAMBER AMBASSADOR:**

- Recognition at all chamber events along with Board Members, City Leaders, etc.
- Exposure on the Chamber Website (Separate web page for the ambassadors)
- Ability to give marketing items for new member goodie baskets
- Pink Badge recognizing participation in the ambassador program
- Opportunity to promote your city
- E-blast recognition

**AMBASSADOR OF THE MONTH:**

Per the point grid a monthly winner – certificate presented at chamber lunch

**AMBASSADOR OF THE QUARTER:**

Per the point grid a quarterly winner – gift card presented at chamber lunch

**MENTORING A NEW MEMBER:**

- Each new chamber member is assigned an ambassador
- Ambassador will call and welcome the new member to the chamber
- Ambassador will visit the new member's business and answer any questions
- Ambassador will encourage the new member to attend mixer, RC, and mixers

**POINTS GRID: (earned each month)**

- 10 points- Generate revenue for the chamber (Golf, Directory, TOTH, etc.)
- 7 points – Attend the monthly ambassador meeting
- 5 points – Refer a new chamber member or new ambassador
- Attend a ribbon cutting
- Mentor a new member
- Serve on a chamber committee or board
- 4 points- Volunteer at a signature event
- 3 points- Attend a mixer
- Attend a signature event
- 2 points- Attend the network lunch

**EXIT STRATEGY:**

Ambassadors will be monitored and expected to complete a monthly report of their activity. Ambassadors will need to achieve a minimum of 30 pts. each quarter.

**Failure to achieve enough activity to earn 30 pts. in a quarter will result in the following:**

- 1<sup>st</sup> offense - Warning and reminded of ambassador activity expectations
- 2<sup>nd</sup> offense (in the same 12 month period) – removal from ambassador program

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**Ambassador Commitment:**

**I accept these terms and am able to commit to the minimum activity guidelines.** Signature \_\_\_\_\_ Date \_\_\_\_\_