



# Boca Chamber

# Ambassador Handbook



## Ambassador Program Handbook

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## INTRODUCTION

The **mission** of the Boca Chamber is to promote and sustain economic prosperity in Boca Raton and South Palm Beach County.

The **mission** of the Boca Chambers Ambassadors is to significantly improve the membership retention rate by improving communications with Chamber Members and improving involvement and support of all Chamber events and activities. The time and energy which you devote to your responsibilities will naturally affect the degree and quality of your business and the Chamber's Program of Work.

This handbook has been compiled to furnish information which will enable you to better understand the functions of the Boca Chamber and the significance of your role as an Ambassador. The handbook will also serve as a convenient reference throughout the year, as you desire information about particular committees, Chamber procedures, or other points of concern.

## WELCOME TO THE BOCA CHAMBER'S AMBASSADOR PROGRAM

For many of you, this is your first experience as a volunteer for the Boca Chamber of Commerce. To you, we offer a hearty welcome. To the veterans, "Welcome Back!"

The Ambassador program offers you a unique opportunity. You will be able to meet with Chamber member decision makers on a professional basis while helping your Chamber meet its goal of increased membership retention and building your business connections.

As a volunteer for The Ambassadors, motivation to be successful is important. Simply put, a volunteer must want to be successful and should exhibit a sincere willingness to volunteer. A positive attitude is a must.

For your involvement and efforts, you will receive recognition within your firm, and throughout the Boca Raton business and professional community.

You will also find out that, through your Ambassador experience, you will gain numerous business contacts and share in a special fellowship with other volunteers and business leaders.



## **JOB DESCRIPTION**

The Ambassadors' annual goal is to increase the retention rate of new and existing members by conducting a program of goodwill calls; reinforcing the benefit of Chamber membership, increasing members' knowledge about programs and events, services, and benefits of the Boca Chamber of Commerce; and keeping the channels of communications open between the membership and the Chamber Professional Staff.

Ambassadors aid the Chamber with membership retention by making personal calls and by helping Chamber Members understand and activate their benefits. Ambassadors encourage members to become involved in the Chamber, and helping them best utilize their benefits.

Additional voluntary activities include serving as greeters at Business After-Hours, luncheons, breakfast, attending ribbon cuttings/grand openings and serving on various committees.

## **BENEFITS**

- Greater visibility for your business
- Opportunities to interact with new businesses in the Boca Raton community
- Greater opportunity to direct input to the Chamber
- Lasting business relationships and friendships
- Leadership and volunteer opportunities within the Chamber and community



## MONTHLY MEETINGS

Ambassadors meetings are held at the Boca Chamber in the boardroom. Meetings begin at **12:00 p.m.** and last one hour. Snacks and beverages will be provided. Monthly meetings are held on the first Friday of each month with the exceptions of holidays and Chamber Annual events. These meetings are held to update Ambassadors on upcoming involvement opportunities, to discuss communication strategies and assign tasks.

These meetings also monitor the progress of The Ambassadors as well as give special recognition to the individual producer of the month.

### **2017 – 2018 Ambassador Meeting Dates**

**Friday, November 3, 2017**

**Friday, December 1, 2017**

**Friday, January 5, 2018**

**Friday, February 2, 2018**

**Friday, March 2, 2018**

**Friday, April 6, 2018**

**Friday, May 4, 2018**

**Friday, June 1, 2018**

**Friday, July 6, 2018**

**Friday, August 3, 2018**

**Friday, September 7, 2018**

**Friday, October 5, 2018**

Attendance is important. Each Ambassador will be kept informed of all new Chamber programs. **Any Ambassador with three consecutive unexcused absences will be dropped from the program.**

If you unable attend a meeting, it is your responsibility to notify Karen Rocha at [krucha@bocachamber.com](mailto:krucha@bocachamber.com) or Chasity J. Navarro at [cnavarro@bocachamber.com](mailto:cnavarro@bocachamber.com)



## NEW MEMBER CALLS

### **NEW MEMBER CALLS** (Someone who has joined in the last month)

Each month at the Ambassador meeting, you have the opportunity to contact new Chamber members who have joined the Chamber within the past month and welcome them to the Chamber. Identify yourself as a Chamber Ambassador.

#### **During the Call:**

1. Welcome the new member to the Boca Chamber of Commerce.
2. Verify the member data on the call sheet. Make any changes/corrections necessary on the sheet that is provided to you.
3. Explain member benefits and encourage the member to become engaged in the Chamber.
4. Answer any questions the member may have and inform them of any Chamber programs that would benefit the company.
5. Inform them of the Office Depot Discount program
6. Inform them of the texting program ensuring them that the Chamber does not over text.
7. Emphasize the fact that the Chamber appreciates their membership.

#### **After the Call:**

If a company has an immediate need or request from the Chamber, please e-mail Karen Rocha at [krocha@bocachamber.com](mailto:krocha@bocachamber.com) or Chasity J. Navarro at [cnavarro@bocachamber.com](mailto:cnavarro@bocachamber.com) so the need or request can be addressed promptly.

Once you have documented your call on the call sheet, please fax it to (561) 392-3780 or email the call sheet to Karen Rocha or Chasity J. Navarro.



## **ADDITIONAL AMBASSADORS ACTIVITIES**

### **Greeters at Business After-Hours Network**

Ambassadors serve as greeters at Business After-Hours Network. You will be able to sign up to serve as a greeter at monthly Ambassadors meetings. Greeters are responsible for welcoming guest to the event, collecting business cards, assisting with name badges, assisting with checking in paid attendees and assisting members with introductions to other members or assisting with questions they may have.

The attendance policy for Business After-Hours Network is as Follows:

All Chamber members are invited to Business After-Hours Network. This includes employees. Chamber members may bring a guest who is a prospective Chamber member one time free of charge. The guest must be registered for the event by contacting **Karen Rocha or Chasity J. Navarro**. For subsequent Business After-Hours events, if the guest has not joined the Chamber, there will be a \$50 per person fee to be paid at the door.

Ambassadors can serve during one of two shifts. It is your responsibility to be friendly and make all feel welcome.

Shift One: 5:20 – 5:45 p.m.

Shift Two: 5:45 – 6:30 p.m.

#### **2017 -2018 After-Hours Network Schedule:**

Tuesday, October 24, 2017 – Fall Business Expo

Tuesday, November 28, 2017

No After-Hours Network Due to the Annual Holiday Auction – Volunteers Needed

Tuesday, January 23, 2018

Tuesday, February 27, 2018

No After-Hours Network Due to the Annual Community Cookout – Volunteers Needed

Tuesday, April 24, 2018 – Spring Business Expo

Tuesday, May 22, 2018

Tuesday, June – TBD – Golden Bell/Inner Circle Network Fundraiser

Tuesday, July 24, 2018

No After-Hours Network Due to the Annual Boca Chamber Festival Days

Tuesday, September 25, 2018

Tuesday, October 23, 2018 – Fall Business Expo



## **RIBBON CUTTINGS**

Boca Chamber Ambassadors play a critical part in welcoming new Chamber member business at their celebratory Ribbon Cutting. Ribbon Cuttings are held at the new member's place of business. The new member chooses the date and time, and is responsible for invitations, refreshments and publicity. The Boca Chamber provides the ribbon and the scissors and invites the Ambassadors to assist in the welcome.

Ambassadors are notified by the Ambassador Ribbon Cutting Committee Chair member via outlook calendar invite. Ribbon Cuttings are also listed on the Chamber's Website Event pages and the weekly Monday morning Business Beat.

Ribbon Cuttings give Ambassadors the perfect opportunity to connect with Business owners and executives. This offers greater possibility for business growth.

## **POINT SYSTEM**

Boca Chamber Ambassadors are required to accumulate a minimum of 150 points per quarter (Chamber fiscal year: November 1<sup>st</sup> – October 31<sup>st</sup>). Ambassador point accumulation will be reviewed quarterly. The Ambassador Committee Chair and the Chamber staff liaison will review Ambassadors with low points, and will follow up with individuals not meeting the average points on a quarterly basis. It is the responsibility of the Ambassador to keep track of events attended, record them on the Point Form, and turn them in at the monthly ambassador meetings.

### **30 POINTS**

Refer One New Chamber Member Per Year  
Ribbon Cuttings  
Volunteer at Annual Events

### **20 POINTS**

Attend Monthly Chamber Events  
Volunteer for New Member Calls

### **10 POINTS**

Attend Monthly Ambassador Meeting



## **AMBASSADOR RECOGNITION/INCENTIVES**

### **Ambassador Name Badge**

Personalized Ambassador name badges are purchased by the Ambassador when a Chamber member becomes an official Ambassador. These name badges are excellent self-promotional devices as well as public relations tool for the Chamber. Ambassadors are encouraged to wear the name badge on all company visits, at Chamber functions, and anytime when representing the Chamber. Name badges are renewed each new fiscal year. The cost of the name badge is \$15.00 each.

If you need to order a replacement nametag, email Karen Rocha at [krocha@bocachamber.com](mailto:krocha@bocachamber.com) or Chasity J. Navarro at [cnavarro@bocachamber.com](mailto:cnavarro@bocachamber.com).

### **Ambassador of the Month**

This award will be given to the Ambassador with the highest points each month. See sample point form on the following page. His/her write-up will go on the Chamber Website, Chamber Newsletter, the Chamber Facebook page and we receive a complimentary admission to a Chamber Membership Breakfast or After-Hours Network.

### **Ambassador of the Year**

This award will be presented at the Chamber's Holiday Breakfast and will be given to the Ambassador with the highest points total for the year. His/her write-up will go on the Chamber Website, Spotlight with picture in Chamber Newsletter, and on the Chamber Facebook page.



## ABOUT THE CHAMBER

### Mission

To promote and sustain economic prosperity in Boca Raton and South Palm Beach County.

### Vision

To be Boca Raton's most effective business and community advocate, recognized globally as the region's leading pro-business catalyst.

### The Chamber

A 501(c) 6 non-profit organization and the largest Chamber in Palm Beach County, with a membership presently composed of more than 1,500 companies representing over 80,000 employees in eastern, central, and western Boca Raton and beyond. Since 1952, the Boca Chamber has been enabling the community's businesses to thrive by providing opportunities for leadership, networking, innovative business programs, education, and community involvement.

You can best safeguard your interests by working with other business people through the Boca Chamber, as it promotes an environment that can maximize your investment, business potential and profitability.

As a professional, you have a stake in this community. The Boca Chamber and its committees focus on issues such as education, public affairs and economic development. By participating, you will be able to make a positive impact in the area, while gaining knowledge and contacts that will help your business: generate customers, save money, enhance credibility, create alliances and increase visibility.

