

"Welcome" Rapid City Area Chamber of Commerce Ambassador's

It is a pleasure to welcome you to the Ambassador Committee! We're glad you have chosen to "make a difference" in the Rapid City Chamber of Commerce and to the Rapid City Business Community! Your Rapid City Chamber of Commerce is South Dakota's only **5-Star Accredited** Chamber; a prestigious award presented by the U.S. Chamber of Commerce.

Our objective is to promote the Rapid City Area Chamber's mission and to maintain, grow, and support our membership. The Ambassadors encourage good will and fellowship, and foster a spirit of progress in the community.

Orientation Overview:

This overview has been compiled to furnish information to help you better understand your role as a Chamber Ambassador. As a member of this committee you are provided an opportunity to represent the Chamber of Commerce, your company, and yourself, all while volunteering to assist the Chamber.

As an Ambassador you have the potential to meet hundreds of new and current Chamber members on a professional level, gain numerous business contacts, and share a special fellowship with other like-minded volunteers and business leaders.

The National Ambassador color is red. Our Ambassadors do not have a mandatory dress code, but are encouraged to wear red to our formal activities in order to stand out as representatives of the Rapid City Chamber of Commerce. Ambassadors are encouraged to show a strong presence at Chamber events, such as: Ribbon Cuttings, Grand Openings, Ground Breakings, Beautification Award ceremonies, and monthly Chamber Mixers.

As an Ambassador you may be the first person a new member meets and we want all of our interactions to reflect positively on our 5-Star Chamber of Commerce, ourselves, and our businesses.

The membership of the Ambassador Committee is comprised of the following Chamber officials:

Chamber President & CEO Chamber Committee Liaison Chamber Membership Director Chamber Board Chairman and/or Board Liaison Ambassador Chairperson and/or Vice Chairperson Dedicated Chamber Ambassadors

Chamber Ambassador Committee Responsibilities:

- The Ambassador Committee meets 11 times per year on the last Wednesday of the month at a Chamber member restaurant at 12:00 PM. The only month we do not formally meet is December. These meetings are a great networking avenue and provide great information on the various upcoming activities of the Chamber.
- The Ambassadors attend over 125 Chamber Member milestone events per year such as Ribbon Cuttings, Grand Openings, Ground Breakings and Beautification Award ceremonies.

- The Ambassadors have the opportunity to greet new members at the Chamber Monthly Mixers, escort them into the mixer, and introduce them to other Ambassadors and members of the Chamber. Wearing red at this event helps make it easy for new members to spot an Ambassador in the crowd.
- The Ambassador Committee presents monthly Beatification Awards during the months of April through September each year. The award is presented to a member business that has made a significant improvement to the exterior of their existing building or landscape, increasing the visual beauty of Rapid City.
- The Ambassador Committee delivers Ribbon Cutting, Grand Opening, and Ground Breaking photos to businesses.
- Ambassadors have the opportunity each month to participate in one of the Chamber's retention programs, 'Operation Thank You'. An Ambassador will deliver informational packets and thank you gifts to Chamber members allowing you a chance to answer their questions about the Chamber and encourage them to attend upcoming events.
- As an Ambassador, you are given the opportunity to assist the Chamber by participating in courtesy and overdue calls to members. A list of contacts and a script are provided by the Chamber's Membership Director at the monthly Ambassador Meeting.
- The Ambassador Committee hosts a quarterly 'New Member Reception' in conjunction with the Chamber. This orientation includes messages from the Chamber President & CEO, Board Chairman, Membership Director, and the Executive Director of the Convention & Visitors Bureau to familiarize new members with the benefits of their membership. This is a great time to meet and network with new members on a smaller scale.
- The Ambassadors participate in the Annual Chamber Membership drive by making calls and delivering packets in an effort to recruit new members and to strengthen relationships with existing members. The Chamber Membership Director provides the committee with all the necessary materials for a successful membership event.

Ambassador Sub-Committees:

- **Operation Right Start Briefings:** The main goal of this sub-committee is to provide monthly orientations to new Ellsworth Air Force Base residents, providing them with information about the community and welcoming them to the Rapid City area.
- **Membership Drive:** Every year the Ambassador's select a month to host a membership drive to recruit new members for the Rapid City Chamber of Commerce
- **ATHENA Award Selection Committee:** Each year this committee selects an outstanding individual in the community who is presented the National ATHENA Award at the January Mixer.
- **Networking's Not Natural:** This sub-committee provides educational tools for members to increase their knowledge, skills and effectiveness in networking.
- **Ambassador Orientation Committee:** This sub-committee trains and provides new Ambassadors an introduction to the committee.

**Rapid City Area Chamber of Commerce
Ambassador Committee Membership Contact information:**

Full Name: _____

Company/Work Organization: _____

Position in the Company: _____ **Work Phone#:** _____

E-mail Address: _____ **Cell Phone#:** _____

Employer Address: _____

Home Address: _____

As an Ambassador Committee Member, you will be representing the Rapid City's 5-Star Chamber of Commerce, your company, and yourself. Please inform your employer of your membership on the Ambassador Committee.

As a member of the Rapid City Chamber Ambassador Committee, your name will be listed on the Chamber website. If you do not wish to be listed please let us know.

Ambassador Member Signature: _____ **Date** _____

***Thank you for volunteering your time to “make a difference” in the Rapid City Area
Chamber of Commerce!***