



## Redwood Area Chamber & Tourism Ambassador Committee Guidelines

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# AMBASSADORS

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### *“Building Business ~ Building Relationships”*

#### **MISSION**

To actively support, promote, and advocate for Redwood Area Chamber & Tourism (RACT) and the Redwood Area Business Community.

#### **VISION**

The Redwood Area Chamber & Tourism Ambassadors serve as the “goodwill ambassadors” of the business community and area community at large. They are instrumental in the promotion of Redwood Area Chamber & Tourism and its members and help set a positive stage for new membership growth and existing membership retention. The Redwood Area Chamber & Tourism Ambassadors are key to the ongoing goal of Redwood Area Chamber & Tourism of “Building Business” by “Building Relationships.”

#### **COMMITTEE INITIATIVES**

#### **REQUIREMENTS**

- Ambassadors must be employed by or directly associated with a current member in good standing of RACT
- To allow fair representation from a variety of RACT businesses and organizations, 1 Ambassador Representative per business is encouraged. If a RACT businesses or organization has multiple facilities or divisions, exceptions will be considered and reviewed by the Executive Director. 1 Ambassador Alternate may be designated and will be viewed as an RACT Ambassador.
- Committee members must always present a positive and professional image of RACT and the benefits of membership.

#### **REPORTS TO**

Ambassadors are accountable to the RACT Executive Director and RACT Board of Directors. They will not commit RACT to any policy of expenditure, and will not issue public statements or enter into projects as a member of the Ambassadors Committee without prior approval of the RACT Board of Directors.

#### **COMMITMENT & RESPONSIBILITIES**

- 1) Attendance – The visibility of the Ambassadors is vital to the success of the committee. Ambassadors are expected to attend at least 50% of all events and programs on an annual basis. Examples include:



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- 2) Monthly Ambassador Visits are typically the 2<sup>nd</sup> OR 4<sup>th</sup> Tuesday OR Thursday of each month from 10:00am-11:30am or 3:00-4:30pm.\* \*subject to change
  - a. Business Visits may include 1<sup>st</sup> Dollars, Progress Awards, New Business Welcomes, Ribbon Cuttings, Grand Openings, Ground Breakings, etc.
  - b. Chamber functions – Chamber Connections, Business After Hours, and other networking events, workshops & seminars, etc.Ambassadors that regularly and excessively miss scheduled events may be asked to step down from the role.
- 3) Term – Minimum of two year commitment, with term limits, at this time, at two terms.
- 4) Communications:
  - a. Ambassadors are expected to assist with promoting all Chamber Events by their awareness of the event, and by utilizing their own ‘networks’ to distribute, promote, and share Chamber information.
  - b. Ambassadors are asked to share opportunities with the Chamber and discover businesses to visit.
- 5) All Chamber Ambassadors should attend at “RACT Membership 101” session within the first 6 months of joining the committee.
- 6) Uniform – There is no specified uniform at this time, but Ambassadors may be asked to purchase an approved uniform in the future, or may be asked to wear a similar item(s).

### **VACANCIES**

Membership within the RACT Ambassador Committee is limited to twenty (20) persons. Applications of prospective committee members will be added to a list of potential candidates. This list will be accessed first for recruitment in the event of a vacancy. An application will be available for distribution to any potential members.

### **REVIEW**

These guidelines will be reviewed annually by RACT, and are at the discretion of the RACT Executive Director, Staff, and Board of Directors.

Thank you for volunteering to serve as a Redwood Area Chamber & Tourism Ambassador!