



LEAD
Delegates Program Guidelines
2017-2018



Table of Contents

Introduction 3
 LEAD Mission Statement 3
 Chamber Mission Statement 3
 Prerequisites 3

Program..... 3
 Requirements 3
 Expectations 4
 Benefits 4

LEAD Directors 5
 Selection Process 5
 Criteria 5

LEAD Delegates 5
 Selection Process 5
 Criteria 5

Welcome Activities 6
 Purpose..... 6
 Responsibilities..... 6

Outreach Activities..... 7
 Purpose..... 7
 Responsibilities..... 7

Host Activities..... 8
 Purpose..... 8
 Responsibilities..... 8

Contact Information..... 9
 LEAD Program Officers..... 9
 LEAD Program Directors – 2017/2018 9
 Chamber Staff..... 9



Introduction

The LEAD Program consists of professional Denton Chamber of Commerce member volunteers that serve as the public relations arm of the Chamber. This group will act as an extension of the Chamber to connect businesses, strengthen membership, and enhance understanding of what the Chamber can offer its members.

LEAD Mission Statement

To support the mission of the Chamber by providing assistance growing and strengthening the membership base through dedicated involvement, innovative thinking and activities that will support membership engagement, recruitment and retention.

Chamber Mission Statement

The Denton Chamber of Commerce shall represent and serve its members by providing leadership on key issues that impact economic growth, educational excellence, quality of life and diversity of Denton.

Prerequisites

1. All LEAD program participants must own or be employed by a Denton Chamber member business in good standing
2. All LEAD program participants must have the formal endorsement and support of his/her employer
3. All LEAD program participants must be willing and able to make a one year commitment to the program
4. All LEAD program participants must be able to balance the necessary time commitment of the program with the demands of your business

Note: If a participant experiences a change in employment for any reason, they have 90 days to re-instate their involvement with a new employer who is a Chamber member or relinquish their position. If the previous employer wishes to have another individual represent them, they must reapply and wait for an opening to become available.

Program

The LEAD Program participants will consist of a Program Chair, three Coalition Directors (Welcome, Outreach and Host) and up to twenty Delegates in each of the coalitions.

Requirements

1. Pay \$40 annual membership fee (***covers: materials and program costs***)
2. Attend required meetings as set by Directors and Chamber staff
3. Attend a LEAD retreat at the beginning of the program year
4. Wear your LEAD name badge at all Chamber-sanctioned events
5. Register for all meetings and events on the Chamber website (denton-chamber.org)
6. Adhere to guidelines, processes and requirements set forth by the Chamber
7. Use professional and ethical communication and/or representation of the Chamber
8. Represent yourself and the Chamber in a positive and professional manner at all times



Expectations

1. Support the Chamber's mission, values, goals and efforts
2. Build relationships with potential Chamber members to assist with recruitment
3. Support the program goals through consistent participation
4. Advocate for the Chamber to members and the community
5. Promote Chamber membership and community involvement
6. Work closely with staff to support the Chamber initiatives and programs
7. Know the Chamber's mission, goals, membership benefits and processes
8. Know the Chamber organization and its structure
9. Educate and guide new and existing Chamber members
10. Attend ribbon cuttings
11. Attend Chamber events such as Quarterly Membership Lunches, Annual Banquet, Denton Chamber of Commerce Membership Mixers, etc.
12. Assist Chamber of Commerce staff with recruitment of new LEAD Delegates by promoting the LEAD Program and informing and encouraging potential candidates to apply

Benefits

1. Increased recognition for you and your company in the business community and at Chamber events (including the quarterly membership lunch and quarterly LEAD meeting)
2. Eligibility for Outstanding LEAD Delegate award (¼ page ad in the monthly e-news magazine and local news publications for award winner)
3. Listing on the LEAD page with your name, company name and link to company website
4. Name badge with Chamber LEAD logo, your name and company name
5. Increased exposure to the Chamber and its initiatives
6. Excellent networking opportunities and business leads



LEAD Directors

Selection Process

The three LEAD Directors will be recommended by standing LEAD Directors and approved by the Chamber Board Membership Vice-Chair. Those interested in this position and who meet the criteria should submit a LEAD application to the Chamber between January-February. Applications must be filled out completely. A note must be added to the application indicating that the application is for the Director position. Selected Directors will be notified by February 1.

Criteria

To be considered for a LEAD Director you must meet the following criteria.

1. Must be a current LEAD Delegate
2. Must be a member in good standing
3. Must have been a member of the Denton Chamber of Commerce for a minimum of 1 year
4. Must have a professional demeanor
5. Must have proven leadership abilities
6. Must be willing to make decisions on behalf of and represent the Chamber as they would for their business
7. Must be able to dedicate the necessary time to ensure the success of the program
8. Must have a proven track record of a high level of involvement in Chamber activities through volunteer activities, sponsorships and event attendance

LEAD Delegates

Selection Process

LEAD Delegates will apply and be selected by the LEAD Directors and Vice Chair of Membership. The final number of Delegates will be at the discretion of the selection committee. Those interested in this position and who meet the criteria should submit a LEAD application to the Chamber during the designated application periods (February/September). Applications must be filled out completely to be considered. Coalition Directors will select Delegates by March/October.

Criteria

To be considered for a LEAD Delegate you must meet the following criteria.

1. Must be a member in good standing
2. Must have a professional demeanor
3. Must have proven leadership abilities
4. Must be willing to make decisions on behalf of and represent the Chamber as they would for their business
5. Must be able to dedicate the necessary time to ensure the success of the program
6. Must have a proven track record of a high level of involvement in Chamber activities through volunteer activities, sponsorships and event attendance. New Chamber members will be evaluated based on external volunteer experience.

Welcome Activities

Purpose

The LEAD Program welcome activities involve building relationships with potential members, providing assistance to new Chamber members and representing the Chamber at ribbon cuttings.

Responsibilities

1. Assist with strengthening new membership relations
 - Take time to get to know new members
 - Connect new members to fellow Chamber member resources
 - Build relationships with potential members
 - Mentor new members for the first year of membership with appropriate follow-up
2. Assist with new member education and guidance
 - Invite members to attend New Member Orientation
 - Host New Member Orientation
 - Educate new and potential members about the Chamber's benefits (like sponsorships, advertising, website, map, Relocation Guide, other opportunities)
 - Communicate that their involvement and event attendance is key
3. Attend **all** Ribbon Cuttings and Officiate when Assigned
 - Reach out to new member to confirm details about ribbon cutting ceremony
 - Invite new and existing members
 - Introduce Chamber Board and Staff members
 - Introduce new Chamber member business owners and staff
 - Present Chamber plaque to new member business
 - Use your knowledge of the Chamber's mission, goals and benefits to make this a positive and informative event
 - Always remember that the Chamber has over 800 members and the goal is to provide them all with equal benefit opportunities
 - Always be professional and conduct conversations as if you were doing so on behalf of your business
 - Provide important information to staff to assist in program development
 - **Delegate participation will be subject to review if the Delegate fails to attend 10 or more ribbon cuttings in a 6 month period**



Outreach Activities

Purpose

The LEAD Program Outreach activities involve providing assistance to and representation of the Chamber through relationship building.

Responsibilities

1. Assist with strengthening membership relations
 - Mentor existing members (as needed)
 - Connect members to fellow Chamber member resources
 - Provide guidance to existing members through visits, meetings, telephone calls, correspondence
 - Contact renewal members prior to renewal period to thank them for their membership and invite them to increase participation (as needed)
 - Build relationships
 - Take time to get to know members and potential members
 - Make quick visits, calls or send notes to let members know we support them
2. Assist with Member education and guidance
 - Invite members to attend events to help them utilize their membership benefits
 - Educate members about the Chamber's benefits (like sponsorships, advertising, website, map, Relocation Guide, other opportunities)
 - Communicate that their involvement and event attendance is key
 - Connect members to other community efforts
3. Assist with member feedback/suggestions
 - When appropriate, gather information from members regarding their benefits and level of engagement
 - Use your knowledge of the Chamber's mission, goals and benefits for positive and informative conversations
 - Always remember that the Chamber has over 900 members and the goal is to provide them all with equal benefit opportunities
 - Always be professional and conduct conversations as if you were doing so on behalf of your business
 - Provide important information to staff to assist in program development

Host Coalition

Purpose

The LEAD Program Host Coalition delegates will provide assistance and representation at Chamber events.

Responsibilities

1. Assist with event planning and logistics
 - Mentor sponsors/hosts through the event planning process
 - Connect sponsors/hosts to fellow Chamber member resources
 - Assist in soliciting door prizes and select sponsorships
 - Assist with increasing participation by promoting and inviting members to Chamber events
 - Connect with other members to engage them in assisting with events/projects (as needed)
 - Staff the welcome/registration table (collect business cards for door prize drawing, collect tickets, sign-in attendees, supply attendee name badges)
 - Assist emcee with door prize drawings
 - Assist with event set-up and take down
 - Meet with event sponsors prior to the event to go over details and offer assistance.
2. Welcome and engage attendees at events
 - Help attendees connect and build relationships
 - Introduce guests and new members to other Chamber members
 - Take time to get to know new members and guests
3. Assist with event follow up
 - Send thank you notes/emails or make thank you phone calls
 - Provide short evaluation (maximum of 3 questions) to attendees about events
 - Provide valuable feedback to evaluate and improve event benefits



Contact Information

LEAD Program Officers

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LEAD Program Directors – 2017/2018

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Chamber Staff

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