Committee: <u>AMBASSADOR</u>   **Chair/Co-Chair: <u>Mike Pelfini / Karen Donner</u>**   **Plan Date: <u>January 2017</u>**

Vision

What are our long-term objectives for this Committee? (3-5 years)
In support of the Chamber's Vision and Purpose, the Ambassador Committee has two long-term objectives:
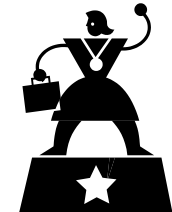1. To contribute to an increase in total number of Chamber members.
2. To contribute to an increase in the number of Chamber members who renew their membership.

Mission

Why does this committee or task force exist?
The Ambassador Committee exists to represent the Chamber to the local community, to Chamber members, and to Chamber board and staff. We are the face of the Chamber to those stakeholder groups. We help Chamber members understand the value of Chamber membership.

Champions

Who are the Board Champions (Board Members on the Committee)?
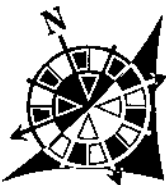1. Bonnie Ayers Namkung
2. Sean Murphy
3. Tom Santamorena

Objectives

What are the specific measures of success for this committee? (Limit to one sentence)
1. Recruit <u> 20 </u> new members to the Chamber by 12/31/17.
2. Increase Chamber's overall Member retention rate from <u>72%</u> to <u>77%</u>.
3. Increase Ambassador Committee membership by<u> 5 </u>, from 18 to 23.

Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)
1. Make member Phone Calls
2. Attend Chamber and Committee programs events & engage members
3. Implement *Rafael & Rafaela the Raccoon Relay* program
4. Plan and deliver high-value programs/events
5. Make new member referrals; develop prospects; open doors
6. Recruit new members to Ambassador Committee

Plans

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (Limit to one line or sentence)
1. Each Committee member makes $\geq$ 1 call per month, completed by COB Tuesday before each monthly Chamber Mixer.
2. Each Committee member attends $\geq$ 65% of all Chamber and Committee events (Mixers, Ribbon Cuttings, Special Programs/Events, etc.)
3. Each Committee member sends $\geq$1 new member referrals to Chamber staff per quarter.
4. Plan and deliver <u> 7 </u> high-value programs/events for 1st & 2nd year members.