

Committee: AMBASSADOR Chair/Co-Chair: SANTAMORENA/VANSTAVEREN Plan Date: 01/05/2016



Vision

What are our long-term objectives for this Committee? (3-5 years)

- 1) Grow Chamber Membership from 625 to 675.
- 2) Grow Ambassador Committee from 15 to 30.
- 3) Increase member satisfaction by increasing 1<sup>st</sup> year renewal rate from 67% to 75%, & 2<sup>nd</sup> year renewal rate to 80%.
- 4) Engage new & 2<sup>nd</sup> year members through personal contact and invitations to Chamber events



Mission

Why does this committee or task force exist?

- 1) The committee is the face of the Chamber in the community & with Chamber members
- 2) Improve first and second year experience.
- 3) Help 1<sup>st</sup> & 2<sup>nd</sup> year members recognize the value of the Chamber.
- 4) Ensure positive experience for new & 2<sup>nd</sup> years members.



Champions

Who are the Board Champions (Board Members Leading the Committee)?  
**Bonnie Ayers Namkung - Sean Murphy – Tom Santamorena**



Objectives

What are the specific measures of success for this committee? (Limit to one sentence)

- Objective 1 – Recruit at least 5 (five) new members to the Chamber in the calendar year. **(Fixed Objective for ALL Committees)**
- Objective 2 - Each month submit one Business Name to Leonard Weingarten to seek membership
- Objective 3 -Bring one new or 2<sup>nd</sup> year member to an event each month
- Objective 4 -Attend at least two events per month
- Objective 5- Participate as an active member in one of the Sub-Committees
- Objective 6-If you are a committee head attend General Ambassador meeting each month and lead your sub-committee meetings each month



Strategies

How are we going to sustain this focus area over time? (Limit to one line or sentence)

- Strategy 1-Consistency in our effort
- Strategy 2 -Grow the Committee
- Strategy 3 -Strategic Alliance with other Area Group/Associations
- Strategy 4 -Develop personal relationships with New & 2<sup>nd</sup> year Members
- Strategy-5-Produce events & activities for 1<sup>st</sup> & 2<sup>nd</sup> year members participation
- Develop Ambassador Point System to Recognize Ambassadors



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):

- Activity/Task #1 Accountability for new member calls by sub-committee heads and Co-Chair
- Activity/Task #2 Accountability for attendance at events by sub-committee heads and Co-Chair
- Activity/Task #3 Accountability for Mixer/Event responsibilities by sub-committee heads and Co-Chair
- Activity/Task #4 Accountability for lead generation for new members by sub-committee heads and Co-Chair
- Activity/Task #5 Accountability for personally connecting with new members at events by sub-committee heads and Co-Chair

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