



WELCOME TO THE FARMERSVILLE CHAMBER OF COMMERCE **AMBASSADOR PROGRAM**

INTRODUCTION

The mission of the Farmersville Chamber is to promote and sustain economic prosperity in Farmersville. The mission of our Ambassador Program is to significantly improve the membership retention rate by improving communications with Chamber Members and improving involvement and support of all Chamber events and activities.

The time and energy you devote as an Ambassador will naturally affect the degree and quality of your business too. We call this a win-win. Ambassadors play a significant role to help shape the growth of the Chamber and our economic well-being. We hope you will take advantage of this unique opportunity to stand out in the Chamber/Business world.

THE AMBASSADORS' RESPONSIBILITIES

- Encourage our Chamber Members. Be-Kind-Always.
- Shop and get your business services from our Chamber Members as much as possible.
- Increase the retention rate of new and existing members by conducting goodwill calls.
- Increasing members' knowledge about programs and events, services, and benefits of the Farmersville Chamber of Commerce. Encourage members to utilize their benefits.
- Keeping the channels of communications open between the membership and the Chamber Board Members & Staff.
- Encourage members to become involved in the Chamber.
- Additional voluntary activities include serving as greeters at Business After-Hours, luncheons, breakfast, attending ribbon cuttings/grand openings and serving on various committees.
- While representing the Chamber as an Ambassador don't take political stances, don't promote politicians or political matters.
- While representing the Chamber as an Ambassador please do not criticize our Chamber Members, staff members, Board Members, City Staff, Council, City Boards, Police, Fire, the School Administrators or Staff.

BENEFITS • Greater visibility for your business • Opportunities to interact with new businesses in the Farmersville • Greater opportunity to direct input to the Chamber • Lasting business relationships and friendships • Leadership and volunteer opportunities within the Chamber and community.

Each Ambassador will be kept informed of all the upcoming Chamber programs through monthly emails. Any Ambassador who doesn't attend a majority of our programs and events will be dropped from the program.

For one hundred years now, the Farmersville Chamber has been enabling the community's businesses to thrive by providing opportunities for leadership, networking, innovative business programs, education, and community involvement. By participating, you will be able to make a positive impact in the area, while gaining knowledge and contacts that will help your business: generate customers, save money, enhance credibility, create alliances and increase visibility. Let's make it happen. Let's be the reason this town emerges from the COVID interruptions successfully. **WE ARE GROWING**, so let's grow this town together.

Your best business investment is yourself. Your second best investment is the Farmersville Chamber of Commerce.

June 17, 2020