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**Tullahoma Area Chamber of  
Commerce**

# **Ambassador Program**

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## **Application & Guidelines**



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**TULLAHOMA AREA CHAMBER OF COMMERCE**



## Tullahoma Area Chamber of Commerce

135 W. Lincoln St.

Tullahoma, TN 37388

(931) 455-5497

tullahomachamber@tullahoma.org

www.tullahoma.org

# Ambassadors

## Mission and Purpose

Our Ambassadors are the official representatives and "social arms" of the Chamber. Their missions are to support our events and members, gain professional and personal growth, enhance and promote their business, and make a difference in the Tullahoma community.

Ambassadors act as a liaison between the Chamber staff, membership, and community. Their duties include, but are not limited to making new members feel welcome, fully informing members and potential members on the membership benefits; letting current members know they are valued and appreciated; welcoming new businesses and recruiting new members; helping the Chamber with various activities and events; making a difference in the quality of life in the community in which we live; and at the same time promoting their business and enhancing their own personal development.

## Guidelines

- To be considered into the program, you must complete the Ambassador Application Form. The Ambassador Officers will review your application and contact you.
- Ambassador applicants must be members in good standing with the Chamber, either as individuals or as other representatives of the member organization.
- Ambassadors must review and learn the Ambassador Handbook before acting on behalf of the Chamber.
- Ambassadors must be knowledgeable regarding Chamber services and programs as well as the Tullahoma business community.
- The Ambassador must support the Chamber and have a strong desire for community involvement.

- The Ambassador must be a leader and possess skills that will guide new members.
- The Ambassador must be willing to take the initiative to meet and mentor new Chamber members.
- Always promote the Chamber in a positive manner.

## Requirements

- Must serve for a period of at least 1 year
- Ambassadors must attend at least 9 out of the 12 monthly meetings. Meetings are the 3rd Wednesday of each month at 11:30 am at the Chamber office (unless notified otherwise).
- Must earn a minimum of 3 points per month to continue in the program
- Must submit your Monthly Points Report at the Ambassador meetings (if you miss an Ambassador meeting, you must email your Monthly Points Report by the end of the day)
- Points are earned through various Chamber activities and events. Ambassadors are rewarded based on number of points. See below for the specific terms of earning each type of point.
- Ambassador status will be revoked for any of the following reasons:
  - Cancellation or Not Renewing Chamber Membership
  - Not fulfilling responsibilities agreed upon or misrepresenting the Chamber's best interests
  - Missing multiple Ambassador meetings

## Program Fee

- The Ambassador fee of \$50.00 is due with your application which includes your Ambassador Name badge to be worn at Chamber events. If during the membership year (Jan.-Dec.), a replacement or new Ambassador is appointed, a new fee of \$25.00 will be required.
- The Ambassador Renewal Fee of \$25.00 is due in December if you want to continue in the program the following year.
- If you need a replacement name badge, it will be a replacement fee of \$10.00.

## Benefits

- Become very involved and known in the Chamber and community
- Meet and build relationships with Chamber members
- Welcome and meet new businesses in the community
- Recognized at Chamber events

- Ambassador of the Month is recognized in the Business Link of the Tullahoma News
- Your name and company listing on the Chamber website [www.tullahoma.org](http://www.tullahoma.org)
- Your name, company, and photo in the annual *Think Tullahoma* magazine publication
- Ambassador of the Year sponsored by Rodney's Body Shop awarded \$250.00 and a trophy to the Ambassador with the most points at the annual Membership Celebration in January
- Great addition to your career resume

## Earning Points

The Ambassador of the Year is based on the Ambassador who has accumulated the most points throughout the year. The Ambassador of the Year will receive an award from the Tullahoma Chamber & \$250.00 from Rodney's Body Shop at the Annual Chamber Celebration Banquet in January.

### Earn (1) Point for the Following:

- Attend monthly Ambassador meeting
- Attend monthly Chamber Coffee
- Greeter at Chamber Coffee (greet members at door)
- Meeter at Chamber Coffee (partner with new member)
- Deliver a New Business packet
- Attend a Ribbon Cutting
- A business you invited as your guest attends a Coffee
- Bring a guest to the Ambassador meeting
- Work on a Chamber committee

### Earn (2) Points for the Following:

- Deliver a Swag Bag for Business of the Week (retrieve photo & article)
- Silent Auction item for Membership Celebration
- Recruit new Ambassador

### Earn (3) Points for the Following:


- Get a New Business to join the chamber
- Sell a Tullahoma Throw (\$55 for 1; \$50 for 2 or more)

### Earn (5) Points for the Following:

- Work the Christmas Parade
- Work the Membership Celebration

### \*Extra Point(s) Opportunity:

- Perfect meeting attendance (12 meetings per year) add (5) extra points to end total.
- Add (1) extra point for every meeting attended at end of year.



**Example:** If you attended 7 meetings, you will add (7) points to your total points at the end of the year. If you attended all the meetings, you will add (12) points plus an extra (5) for perfect attendance which equals (17) extra points at the end of the year.

New events may be added for points throughout the year.

ALL points are due last day in December.

## Ambassador Tips & Talking Points

### When talking to a Chamber Member:

- Introduce yourself as an Ambassador of the Tullahoma Chamber of Commerce
- We appreciate your membership.
- Is there anything the Chamber can do for you?
- Do you have any questions about Chamber benefits?
- Please let us know if you would like to attend one of the quarterly member orientations to learn and understand more about what the Chamber can do for you.

### When talking to a New Business or NOT a Chamber Member:

- Introduce yourself as an Ambassador of the Tullahoma Chamber of Commerce
- Welcome their new business to Tullahoma
- Invite them as your guest to the next Chamber Coffee
- Give them a new business packet
- Get their contact information and give to the Chamber for follow up

### Some Chamber Benefits to Mention:

- Weekly newsletters Member Monday & Chamber Chat
- Exposure on website, annual Think Tullahoma magazine publication, the Business Link in Tullahoma News
- Ribbon Cutting Ceremony for grand opening, anniversary, new location, etc.
- Networking events: Coffees, After Hours, tournaments, Membership Celebration, etc.
- Business Development seminars offered throughout the year
- Bulk mailing permit
- Business literature in Chamber lobby for new members and new residents

### Tips:

- DO NOT use being an Ambassador as a personal sales pitch. Exchange business cards, but do not force your products or services during Ambassador duties.
- At events, always introduce new and prospective members to other Chamber members.
- Continue to remind members of Chamber benefits and ways they can utilize to maximize their business success

# Tullahoma Area Chamber of Commerce Ambassador Application

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Position/Title: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Work Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

How much time (hours) can you devote monthly to the Ambassador Program? \_\_\_\_\_

Why do you want to serve as an Ambassador?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What goals would you like to accomplish with the Ambassador Program?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other Community Involvement/Organizations:  
\_\_\_\_\_  
\_\_\_\_\_

How did you find out about the Ambassador Program? Were you referred by a current Ambassador? \_\_\_\_\_

Please email the completed form to [michael@tullahoma.org](mailto:michael@tullahoma.org) with a letter from your supervisor stating they support your application and understand the duties and time commitment to the Tullahoma Area Chamber of Commerce Ambassador Program.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Supervisor's Signature

\_\_\_\_\_  
Date