

OVERVIEW

Ambassadors are some of the Boulder Chamber's biggest fans and greatest examples of how to utilize a membership. Ambassadors include the general ambassadors as well as the Boulder Young Professionals and Business Women's Leadership Group and Events & Member Engagement advisory committees.

Ambassadors provide outreach to new, prospective, and existing members. They welcome them into the community, assist in their navigation of Boulder Chamber services and support the Boulder Chamber member engagement plan. Ambassadors also play a key member support role at our events and programs. Finally, Ambassadors have a desire to help new and perspective members to grow their businesses. This group becomes a connected peer group within the Boulder Chamber and are key volunteers to the organization.

BOULDER CHAMBER

The nonprofit Boulder Chamber is the region's flagship business advocacy and support organization. With 120 years of dedicated service to our members and the Boulder community, the Boulder Chamber's innovative programs help local businesses succeed while sustaining an economy that preserves Boulder's high quality of life, including its environmental and cultural assets. Together with its member businesses, the Boulder Chamber is building a smarter, more vibrant economy – sustaining Boulder's position as a global capital of innovation and a thriving center of economic vitality.

Our Mission

To build a strong community by supporting local for-profit and non-profit businesses, advocating for a strong business environment, and sustaining economic vitality

Our Vision

To advance business success in service to our community

Our Core Values

LEADERSHIP: Modeling and inspiring courageous and empathetic action

INTEGRITY: Earning trust through authentic, ethical, and equitable practice

COLLABORATION: Generating solutions through inclusive engagement and partnership

INNOVATION: Thinking, creating, and acting to bring new value and perspective

SUSTAINABILITY: Advancing positive economic, social, and environmental impact

INCLUSION: Supporting opportunities that foster belonging and connection

AMBASSADOR & QUALIFICATIONS

- You are an active, engaged Boulder Chamber member for at least 6 months and in good standing
- You have attended multiple Boulder Chamber events within 6 months of applying
- You are excited to bring new people into the Boulder Chamber Community and to refer new members
- You are willing to support & connect with members over the phone, at events & one-on-one meetings
- You are comfortable being proactive and taking action in navigating events, meeting new people & supporting member needs.

MINIMUM COMMITMENT

For general ambassadors and advisory committee members

- One year as a general ambassador, two years for an advisory committee
- 5-10 hours a month
- Attend 1-3 events a month
- Attend 6/12 Member Madness Call sessions each year
- Ambassador **Quarterly Connects**
 - Winter: Ambassador Annual Training (End of January)
 - Spring: Ambassador Party
 - Summer: Chamber Updates & Training
 - Fall: Ambassador Appreciation Event
- Attend **Boulder Chamber Orientation** at least once a year to meet and connect with new members
- **Stay current** with and **share** Chamber resources, policy, events and programs so you can answer general questions about membership.
- Attend at least one **member-hosted** event each quarter

BENEFITS

- Be part of an amazing **peer network!**
- **Direct connection** with new and current members
- Create **community** and form more concrete and reliable **relationships** with local business
- Free **attendance** at events that you volunteer for
- 25% off events that you are not volunteering for
- **Complimentary enhanced listing** in online directory
- Ambassador page and listing on **Chamber website** with name and company information
- Ambassador Highlights in Newsletters and on Social Media
- Acknowledgment in ***Boulder Chamber Today Publication***
- **Recognition** at all networking events
- \$25 **gift card** from Member Referral Program for each new member you refer
- We re-share your relevant and appropriate **social media posts** when you tag @Boulder Chamber
- Boulder Chamber LinkedIn and **website badge**

General Ambassadors

All ambassadors are part of supporting events and member engagement. We utilize a GoogleDoc to sign-up for & document their roles. Ambassadors need to register for events on the Chamber registration pages linked in GoogleDoc as well.

Event Related Roles

Help create an inviting, easeful and comfortable atmosphere for attendees. Arrive on time and complete tasks before socializing and networking.

- **Registration:** Support events team with registration set-up, welcoming guests and helping them to find name tags. Review guest list at beginning of event.



- **Set-Up:** Help events team to set up banners, tablecloths, table tents, swag, booths, food. Proactively support before networking and socializing.
- **Take-Down:** Help events team to take-down banners, table cloths, table tents, swag, booths, food. Proactively support while needed and pause on networking and socializing.
- **Roamer:** Facilitate introductions between any/all attendees. **Specifically** look for folks that are not talking to anyone (“deer in headlights”) or look like they might be stuck in an awkward conversation.
- **Inviter:** Invite 2-3 current chamber members or non-members to an event that you will be attending

Member Related Engagement Roles:

Help members feel connected and part of this amazing organization! Welcome new members with calls & emails. Personally invite members to Boulder Chamber events and meet up with new members at a Chamber event, for a coffee, or a virtual meet-n-greet. In this role we can count on you to:

- Join at least 6 of the 12 monthly Member Madness Calls and connect with 3-5 new members
- Personally invite 2-4 members to a Boulder Chamber event each month (by phone or email)
- Meet up with 1-2 new members each month for a coffee, a virtual meet-up, or at a Chamber event
 - Learn more about the individual and their business and try to support as needed.
 - We have gift cards for you to use for coffee meet-ups

ADVISORY COMMITTEES

- **Bolder Young Professionals**
- **Business Women’s Leadership Group**
- **Ambassador Advisory Committee**

General Requirements for Committee Members:

- Can commit to a 2-year term. Can serve consecutive terms, but only in a new role
- Has been an actively engaged ambassador for at least one year
- Can attend monthly meetings for committee and support Chamber Events
- Can attend Quarterly Events for all Ambassadors
- Shows leadership, engagement and enthusiasm for The Boulder Chamber and the ambassador program

General Duties for Committee Members:

- Set an enthusiastic example of what it means to be an engaged Chamber Member and be a resource to all Ambassadors.
- Supports and coordinates the recruitment and selection of subsequent advisory committees
- Supports Monthly Member Madness call sessions
- Support Boulder Chamber events including last minute event support role vacancies
- Serve as on-site trainer at events, if needed



- Represent Ambassadors in public forums (Orientation etc.)
- Develop and maintain relationships with Boulder Chamber Staff