



2024 Ambassador Handbook

We are happy you have chosen to volunteer with us as a Chamber Ambassador.
If you have any questions regarding the Ambassador program, please contact:

Kevin McHugh – Ambassador Program Coordinator
303.688.4597 or kevin@castlerock.org

Welcome to the Castle Rock Chamber Ambassador Program!

The Castle Rock Chamber's Vision and Mission:

Castle Rock Chamber was founded in 1955 and has been the leading champion of entrepreneurial and economic prosperity for 69 years. We started with a simple and very important objective to support and promote local businesses, and that straight forward mission still drives everything.

The Chamber has a long history of championing initiatives that make Castle Rock and Douglas County a great place to live, work and play!

Chamber Vision: Igniting passion for business success and community prosperity.

Chamber Mission:

- Educate the community about the importance of healthy business.
- Support and promote business within the community.
- Be a voice to government as an advocate for business.
- Foster a livable community with growth.
- Educate business, government entities, youth and individuals regarding business acumen, leadership, and entrepreneurial development.

What is a Chamber Ambassador:

Ambassadors encourage members to maximize their Chamber investment by facilitating member-to-member communication, encouraging member involvement plus enhancing the business community's familiarity and knowledge of the Castle Rock Chamber.

Ambassador Mission Statement:

To raise awareness of Chamber benefits, activities and programs and encourage membership retention by creating strong relationships with our members.

What Are an Ambassador Responsibilities?

Ambassadors are the Chambers volunteer “Public Relations” or Membership Marketing team. Ambassadors support the work of the Chamber by volunteering to:

- Serve as liaison between our membership and Chamber team.
- Build relationships and support members through Chamber programs.
- Connect, Encourage, and invite members to become involved with Chamber activities and programs.
- Welcome Chamber Members at Networking events, such as Business Over Breakfast and Business Unwind (including check-in and greeting members).
- Attend Ribbon Cuttings to welcome new business to the community.
- Promote CRC in the community to recruit new members.
(You can invite potential new members to visit a chamber event as a guest. Please let Kevin know the name and email of your guest so they will be properly registered.)
- Support the Chamber’s retention efforts.
- Communicate with your assigned members monthly.
(See ambassador handout for sample email and Chamber resources)
- Facilitate connections between members.
- Attend monthly Ambassador meetings.
- Coordinate and participate in Membership Appreciation Day.

What are Qualities of a Successful Ambassador?

- Reliable and Personable
- Positive Attitude
- Excellent communication skills
- Enjoys meeting new people
- Able to work as a team
- Great Listener
- Adaptable
- Understands relationships first, business second

What are Ambassador Qualifications:

- Must be knowledgeable about our community, the Chamber and its benefits, activities and programs.
- Must be an active Chamber Member.
- Must be committed to the mission of the Chamber and Ambassador program.
- Been an active Chamber member for over 1 year.

Benefits for Ambassadors & their Businesses:

- Increased name and face recognition in our community
- Increased networking opportunities
- Opportunity to connect one-on-one with Chamber members.
- Increased referral opportunities
- Potential to expand base of contacts and clients.
- Social Media exposure at events
- Each month an ambassador will be highlighted and given additional marketing exposure.

Recognition of our Ambassadors and their businesses:

Being an Ambassador gives you an opportunity to put yourself and your employer in the spotlight.

- Social Media postings ~ Tag yourself and your business & share
- Listing on Chamber Ambassador webpage.
- Social media shout out from the Chamber (one ambassador per month)
- Shout out in Chamber weekly email (one ambassador per month)

Ambassador of the Year:

Each year at the Annual Banquet, one Ambassador will be recognized as Ambassador of the Year. This recognition will be awarded to an ambassador who goes above and beyond in the Ambassador program and community. Three Ambassadors will be chosen as finalists by Chamber leadership and staff, then voted on by the entire Ambassador committee at the December meeting. The award will be given out at the Chamber's annual Gala (which is held each February).

Benefits to the Chamber through the Ambassador Program:

As an ambassador committee, we want to keep the Castle Rock Chamber members connected and engaged by:

- Increased visibility within the community
- Better understanding of membership needs
- More involvement with existing Chamber members
- Increased recruitment opportunities – the more our membership grows, so will our offerings.
- Member retention

Making an Impact: Happy Members = Retained Members

Retaining members is essential to any Chamber organization and will sustain the long-term health of its membership program. Focusing on retaining the members you have is less time intensive, less costly, and leads to deeper, more invested communities.

Retention begins with a strong relationship between a member and a Chamber. All relationship-building work is grounded in having a solid understanding of our membership, the member value proposition and delivering on it consistently.

As a member joins the Chamber, they will receive emails and notifications from the Chamber, however each members' needs are different. Be sure to make notes and updates about your members and share with Chamber staff as needed. These notes will help you grow your connection to the member and thus their Chamber membership value will grow.

What is the time commitment to be an ambassador?

Approximately 5-10 hours per month

Opportunity to Volunteer at Events:

- Business Unwind
- Ambassador Monthly Meetings
- Chamber 101 Member Orientations
- Ribbon Cuttings (Generally Every Tuesday or Thursday at noon)
- Business of the Month presentations
- Participate in Membership Appreciation Day
- Community Events: WineFest, Parade, Artfest, Starlighting

Book of Members

One of the ways the Ambassadors support the work of the Castle Rock Chamber is by creating relationships with our members and ensuring that each new member was onboarded to be able to utilize their Chamber membership to the fullest. Each ambassador is assigned 25+ businesses, known as your Book of Business (BOM).

Initial Introduction to your Book of Members:

- Chamber staff will assign and copy you in a welcome email to the new member.
- Reach out and introduce yourself as their Chamber Ambassador.
- Find out who is their best 'Chamber' contact.

(The name listed may be in the accounting department, pays the bills and does not leave the office.)

Sample Talking Points...

Good Morning, My name is _____ and I work for _____. I am a volunteer with the Castle Rock Chamber, and I will be your Chamber Ambassador. The Chamber Ambassadors are volunteer leaders representing member businesses who promote a positive community image, assist in welcoming new Chamber members and we serve as another resource for your business. Think of me as a liaison between you and the Chamber.

Get to Know your BOM:

What type of business are you in? (As their Chamber representative, you will want a good understanding of their business, so you are able to refer their business to other members).

Which Chamber benefits are you interested in:

- Networking events
- Leads/Referral Generation Groups
- Job Board – CastleRockCareers.org
- Shop the Rock
- Event Sponsorships (Gala, Golf Tournament, WineFest, Parade, Artfest, Starlighting)
- Government Advocacy
- Chamber Member Referrals
- Ribbon Cuttings
- Discounts – Constant Contact & Office Depot
- Member Recognition through Chamber website
- Credibility with Member Decal to display

The Ambassador's will follow along with the Chamber's New Member 12-month Annual Retention Plan

Month 1:

Email:

- New Member Welcome Email
- Member Login Link
- Invite to Chamber Orientation (a minimum of 2 ambassador will be at orientation to welcome and greet new members)

Letter from CEO with decal

Month 2:

Ambassador connect via intro email/call

Welcome to the Chamber

Find out about their business and ways they can connect within the Chamber.

Invite to meet at event (the right program/event based on their goals and why they joined)

Confirm – New Member Information

Company Name

Primary Phone and Email

Website

Physical Address

Mailing Address

Full time employees

Individual Tab:

Confirm Primary Rep and email

Add any additional Reps and email?

Have they? Helps with SEO for their business

Added social media addresses

Description of Company

Key Search Words

Added logo, videos, photos

Month 3: Engagement Email – Finding Top Talent

Month 4: Email – Events

Month 6 – Handwritten Note from CEO/President

Month 7- Email – Develop Leaders in Your Organization focus is on LDC, eXcelerate classes and Women of Influence

Month 8 – Encourage Posting of Jobs, Attend Networking and Signature Events

Month 9 – Email – Update your member portal.

Month 10 – 12 Renewal Invoice

Month 12 -13: Ambassador Anniversary Call

Intro email sent to all New Members with Ambassador Assignments

Hi _____,

Congratulations on making the decision to take your business to the next level through membership in the Castle Rock Chamber! Our Chamber members have:

- Acquired new customers and clients.
- Increased their reach in Castle Rock and Douglas County
- Formed important partnerships with other Chamber members.

You've joined the Chamber, now What?

Create an account and promote your business. Enhance your listing by adding key search words, your logo, photos and more. To do this you must first "Create and Account." This will direct you to add your username (your email address) and enter a password unique to you. Start by making sure your contact profile is complete and up to date so others can successfully connect with you. Then explore the site and have fun taking advantage of special members only access.

Looking to hire? Post a job opportunity and find top talent on our job board – CastleRockCareer.org

Attend Member Orientation

Join us for Chamber 101, New Member Orientation to learn more and meet other new Chamber businesses. This overview will provide information on how to get the best return on your investment. An invite will be sent to you prior to the next event.

Meet your Chamber Ambassador

Copied on this email is _____ with _____ and your Chamber Ambassador. _____ will send you an email inviting you to upcoming events and the opportunity to connect.

We are excited to welcome you to our chamber community! If there is anything I can do to help, Please let me know.

Thank You!

Carrie Lohr
Program Coordinator

Castle Rock Chamber Involvement Plan Sample Emails

Hi _____,

My name is _____ and I am part of the Ambassador committee at the Castle Rock Chamber. I am also the _____ at _____. As your Chamber Ambassador, I want to help you see a return on your Chamber investment and grow your business. Here are a few events coming up I think you will be interested in.

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If you have not attended a Member Orientation, the next event will be on _____. This orientation is a great opportunity to get an overview of chamber membership and benefits.

You can always check the [chamber calendar](#) for current information. Need help registering? Feel free to give me a call, I'm here to support you.

I look forward to hearing from you!

Thank You!

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Castle Rock Chamber Involvement Plan – Sample Email

Hi _____,

I hope you are having a great week!

I wanted to check in and see if you have any questions about your Chamber membership?

Would you like to schedule a time to connect?

Looking forward to hearing from you and welcoming you to the Chamber community! You are going to love it here!

Much Success!

Castle Rock Chamber – Sample Involvement Email

Hi _____,

I hope you are having a great week!

I wanted to check in and see if you have heard about the upcoming chamber event at _____ on _____ ? **I wanted to invite you to join me.**

Looking forward to meeting you and welcoming you to the CR Chamber community!

Much Success!