

Ambassador Guidelines

These Guidelines provide information on the duties and responsibilities as a member of this committee.

1 Ambassadors actively promote the SLO Chamber of Commerce in the business community, actively refer prospective members to the Chamber for follow up and work with new Chamber members to connect them with the organization and with existing members to help them remain active and involved.

2 Ambassadors are the hosts at Chamber events and activities. They greet and introduce new members and guests to Chamber members, answer questions about membership and participation and assist with registration or other activities as requested.

3 Ambassadors reach out to and engage new and existing members through regularly scheduled “retention and welcome calls”. Retention calls may be made by Ambassadors individually at a time that works best for them, or they may participate in a group calling session. Each Ambassador is expected to make 15-20 calls every month or 30-45 calls every other month.

4 Ambassadors represent the Chamber by attending the ribbon cuttings and grand opening ceremonies for new members that are open to all members, and by attending as many other Chamber events as possible.

Ambassador Code of Conduct



Consistently and positively promote the San Luis Obispo Chamber of Commerce.

Maintain a **courteous and professional demeanor** while representing the Chamber at all programs and events. The Ambassadors have a profound effect on the Chamber membership, the City San Luis Obispo and the community at large. Maintaining a positive and helpful attitude is the key to growing and maintaining a cohesive Chamber.

Respect your commitment to the Chamber. This includes prompt attendance at Ambassador meetings and any events for which you have volunteered to work, and being responsible to find a replacement for work assignments when you are unable to meet a commitment.

Display an appropriate image of the SLO Chamber by wearing the official Ambassador badge and **professional business attire** at mixers or wearing appropriate event-specific attire for special Chamber events and activities.

Display the highest standards in communication and responsiveness by **promptly returning calls and e-mails** to members, fellow Ambassadors and Chamber staff.

Speak only for yourself when asked your opinion while serving as an Ambassador (and make it clear that it is your personal opinion, and not that of the SLO Chamber of Commerce).

Maintain neutrality regarding political candidates when working as an Ambassador. Refrain from wearing campaign buttons or displaying campaign literature while serving in an official Ambassador capacity.

Support and adhere to decisions made by the Ambassador Committee or the Chamber's President/CEO, regardless of individual feelings or opinions.

Be an active Chamber member who **enjoys** the benefits of the Chamber and has a **desire to serve** by sharing these benefits with others.