



# AMBASSADOR PROGRAM

*Welcome Package | 2026*

## WELCOME TO THE AMBASSADOR PROGRAM

Congratulations and welcome! As a Van Alstyne Chamber of Commerce Ambassador, you are now one of the most important people in our organization. You are the face, the voice, and the heartbeat of our Chamber community.

This packet is your go-to guide for everything you need to know to be a successful, confident, and effective Ambassador.

## WHAT IS AN AMBASSADOR?

Ambassadors are the welcoming arm of the Chamber. Your role is to:

- Strengthen relationships with current members
- Build trust with new and prospective members
- Help new members feel a sense of belonging in the Van Alstyne business community
- Represent the Chamber at events and in everyday business interactions

## THE AMBASSADOR MISSION

You are not just a greeter, you are a connector, a mentor, and a community builder. The best Ambassadors are warm, inclusive people who can make anyone feel welcome. You make space, not speeches.

Think of yourself as the bridge between the Chamber and every business in Van Alstyne, helping members get real value from their membership while making our community stronger.

## YOUR THREE CORE RESPONSIBILITIES



### RECRUIT

Connect with prospective members and invite them into the Chamber family



### WELCOME

Onboard new members and help them take their first steps with Chamber benefits



### RETAIN

Check in with current members to ensure they are engaged and getting value



## 5 QUICK-START TIPS FOR NEW AMBASSADORS

Before you dive into the full best practices guide, here are five things every new Ambassador should do right away to hit the ground running.

**1**

### SET CLEAR MONTHLY GOALS

Decide on a specific number of member touchpoints you will make each month. Aim for at least 4–6 meaningful contacts, whether in person, by phone, or by email. Write it down and hold yourself to it. Ambassadors who set goals outperform those who don't every time.

**2**

### ALWAYS CARRY YOUR TALKING POINTS

Always keep the Chamber's one-page membership benefits summary with you. You never know when you'll meet a prospective member. When someone asks, "What does the Chamber actually do?", you want a confident, specific answer ready. Use the Member Advantage Checklist included in this packet.

**3**

### PAIR UP WITH AN EXPERIENCED AMBASSADOR

If you are new to the program, ask to shadow a veteran Ambassador at your first 2–3 events or member visits. Watch how they introduce themselves, make newcomers feel welcome, handle questions about membership, and smoothly pass leads back to Chamber staff.

**4**

### CREATE A FEEDBACK LOOP WITH THE CHAMBER STAFF

After every meaningful member interaction, take a quick note. What did you hear? Are they happy? Struggling? Considering leaving? Not using their benefits? Report anything important to Chamber staff right away. You are their eyes and ears in the community.

**5**

### RECOGNIZE WINS- YOURS AND OTHERS'

Celebrate every new member you bring in, every at-risk member you save, and every ribbon cutting you attend. Share those wins with the Ambassador group. A culture of appreciation is what separates good programs from great ones.



## MEETING WITH PROSPECTIVE MEMBERS

The goal of every prospective member conversation is simple: make a genuine connection, understand their business, and help them see how the Chamber can serve them. This is a relationship, not a sales pitch.

### Before the Meeting

- Research their business briefly, know what they do and who they serve
- Review the Chamber's current membership benefits and upcoming events
- Bring a membership brochure or the Member Advantage Checklist
- Come with curiosity, not a script

### During the Meeting — The LACE Method

<b>L</b> isten	Ask about their business first. What do they do? Who do they serve? What are their biggest challenges? Listen more than you talk.
<b>A</b> lign	Connect their specific needs to specific Chamber benefits. "It sounds like networking is important to you, we have monthly events specifically for that..."
<b>C</b> onnect	Invite them to an upcoming event as your guest. Introduce them by name to another member who could be a valuable contact for them.
<b>E</b> ngage	Schedule a follow-up before you leave the conversation. "Can I check in with you next week?" Don't leave it open-ended.

### What NOT to Do with Prospective Members

- Don't lead with a membership pitch, lead with curiosity
- Don't oversell, let them come to their own conclusion
- Don't pressure, a no today can become a yes in 3 months
- Don't forget to follow up, one conversation rarely closes

## MEETING WITH CURRENT MEMBERS

Retention is just as important as recruitment. Current members who feel seen, supported, and connected will renew, and refer others. Make sure no member goes dark.



### New Member Onboarding (First 90 Days)

1. Personal welcome call within the first 2 weeks, introduce yourself, congratulate them, ask how they heard about the Chamber
2. Invite them to their first Chamber event, offer to meet them there so they're not walking in alone
3. Walk through their "first three steps", getting their listing complete, attending an event, and connecting with a complementary member
4. 60-day check-in, are they engaging? Do they have questions? Is there anything they haven't been able to use yet?
5. 90-day review, how's their experience been? What would make it better?

### Ongoing Check-Ins with Current Members

- Reach out at least quarterly to members you've adopted or connected with
- Celebrate their milestones, anniversaries, expansions, new hires, awards
- If a member has gone quiet, flag it, that's an early warning sign
- Ask: "Are you getting value from your membership?" and "Is there anyone we should connect you with?"

### Dos and Don'ts with Current Members

✓ DO	✗ DON'T
Make every member feel known by name	Only show up when you need something from them
Connect members with each other proactively	Only talk to people you already know at events
Report member concerns to Chamber staff promptly	Try to solve membership issues yourself — loop in staff
Celebrate every milestone, big or small	Disappear after the initial welcome — stay connected



## AMBASSADOR EXPECTATIONS & COMMITMENTS

Being an Ambassador is one of the most visible and valued roles in the Van Alstyne Chamber of Commerce. With that visibility comes responsibility. Here is what we ask of every Ambassador.

### EVENT ATTENDANCE

---

- Attend a minimum of one Chamber event per month (mixers, ribbon cuttings, luncheons, etc.)
- Arrive early to help greet guests and assist with registration when needed
- Wear your Ambassador name tag or ribbon at all Chamber functions
- Seek out people who are standing alone, be the first to welcome them
- Stay connected to the event calendar and mark upcoming events at the start of each quarter

### MEMBER OUTREACH

---

- Make a minimum of 4–6 meaningful member contacts per month (calls, visits, coffee meetings, event conversations)
- Personally welcome every new member assigned to you within 2 weeks of their join date
- Follow up with new members at the 60-day and 90-day mark
- Check in with at-risk or quiet members, if someone has been silent 60+ days, reach out
- Bring at least one prospective member guest to a Chamber event each quarter

### COMMUNICATION & PROFESSIONALISM

---

- Respond to Chamber staff communications within 48 hours
- Report member feedback, concerns, and leads to Chamber staff, you are their eyes and ears
- Share scheduling dates and times from members on ribbon cuttings and mixers within 48 hours
- Represent the Chamber with professionalism at all times, including on social media
- Never make promises on behalf of the Chamber that you have not confirmed with staff
- Maintain confidentiality when members share sensitive business information with you

### AMBASSADOR MEETINGS

---

- Attend Ambassador group meetings or briefings (monthly or quarterly per program schedule)
- Come prepared to share: Who did you connect with? What did you hear? What wins can you celebrate?
- Support fellow Ambassadors, share best practices and lift each other up



## AMBASSADOR PLEDGE

---

*As an Ambassador of the Van Alstyne Chamber of Commerce,*

*I commit to representing our Chamber and community with integrity,  
warmth, and professionalism. I will be a connector, a welcomer,  
and a champion for every business in our community.*

**I will show up, follow up, and lift others up.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Print): \_\_\_\_\_ Business: \_\_\_\_\_

---

*Van Alstyne Chamber of Commerce | Ambassador Program | [vanalstynechamber.org](http://vanalstynechamber.org)*

*Van Alstyne Chamber of Commerce | Ambassador Program | [vanalstynechamber.org](http://vanalstynechamber.org)*



## AMBASSADOR QUICK REFERENCE CARD

Tear this out and keep it with you. Everything you need at a glance.

### WHEN MEETING A PROSPECTIVE MEMBER

- Ask about their business first
- Listen more than you talk
- Connect their needs to Chamber benefits
- Invite them to an upcoming event as your guest
- Schedule a follow-up before you leave
- Pass the warm lead to Chamber staff

### WHEN AT A CHAMBER EVENT

- Arrive early — wear your name tag
- Seek out people standing alone
- Make introductions between members
- Help with registration if needed
- Don't just talk to your friends
- Note feedback to share with staff later

### AMBASSADOR MONTHLY MINIMUMS

- 1+ Chamber event attended
- 4–6 meaningful member contacts
- New member welcomed within 2 weeks
- 1 prospective guest per quarter
- Feedback reported to Chamber staff

### NEW MEMBER 90-DAY CHECKLIST

#### Week 1–2

- Personal welcome call made
- Invited to next Chamber event
- Walked through first 3 steps

#### 60 Days

- Check-in call completed
- Attended at least 1 event?
- Using their benefits?

#### 90 Days

- Full review conversation done
- Connected to relevant members?
- Feedback shared with staff

### GREAT QUESTIONS TO ASK MEMBERS

- *"What does your business do?"*
- *"What is your biggest challenge right now?"*
- *"Are you getting value from your membership?"*
- *"Who should we connect you with?"*
- *"Would you like to bring a guest to our next event?"*
- *"What would make your membership more valuable?"*

### REMEMBER:

Show up. Follow up. Lift others up.



## AMBASSADOR MEMBER ADVANTAGE CHECKLIST

Use this checklist when visiting with any member — new or existing. Your goal: make sure every member is fully activated and getting real value from their membership.

<b>Member Business:</b> _____	<b>Contact Name:</b> _____	<b>Date of Visit:</b> _____
----------------------------------	-------------------------------	--------------------------------

### SECTION 1: CONTENT & MEDIA OPPORTUNITIES

High-visibility ways for members to tell their story. Make sure they know these exist and have a date on the calendar!

✓	MEMBERSHIP ADVANTAGE / ACTION ITEM	STATUS
<input type="checkbox"/>	<b>Schedule Your Podcast with Nate Carver</b>  <i>Every member can be featured on the Chamber podcast. Great exposure for their brand and story. Help them reach out to Ashley and get on Nate's schedule.</i>	<input type="checkbox"/> Scheduled <input type="checkbox"/> Not Yet
<input type="checkbox"/>	<b>Schedule Your Promotional Video with Mike</b>  <i>Members are eligible for a professionally produced promotional video <b>ONLY if you are within Van Alstyne City Limits</b> — a premium benefit. Make sure they know about it and have a date on the calendar with Mike.</i>	<input type="checkbox"/> Scheduled <input type="checkbox"/> Not Yet

### SECTION 2: DIGITAL ACCESS & ONLINE PRESENCE

Many members don't realize how much is available to them digitally. Walk them through these to make sure they're fully set up.

✓	MEMBERSHIP ADVANTAGE / ACTION ITEM	STATUS
<input type="checkbox"/>	<b>Logged Into Chamber Nation Member Portal</b>  <i>Chamber Nation is where they manage their profile, access member deals, post events, and use their benefits. Have they logged in? Walk them through it if needed.</i>	<input type="checkbox"/> Done <input type="checkbox"/> Needs Help
<input type="checkbox"/>	<b>Business Profile Is Complete &amp; Accurate</b>	<input type="checkbox"/> Complete <input type="checkbox"/> Needs Update



✓	MEMBERSHIP ADVANTAGE / ACTION ITEM	STATUS
	<i>Their directory listing should have their logo, website, phone, description, and social links. An incomplete profile means missed referrals.</i>	<input type="checkbox"/> Following <input type="checkbox"/> Not Yet
<input type="checkbox"/>	<b>Following &amp; Active on Chamber Facebook Pages</b>  <i>Make sure they follow the Van Alstyne Chamber Facebook page and engage with posts — it increases their community visibility significantly.</i>	

### SECTION 3: EVENTS & COMMUNITY INVOLVEMENT

Members who show up get referrals, relationships, and visibility. Help them commit to getting involved.

✓	MEMBERSHIP ADVANTAGE / ACTION ITEM	STATUS
<input type="checkbox"/>	<b>Attended at Least One Chamber Event</b>  <i>Have they shown up to a mixer, luncheon, or any Chamber event yet? If not, personally invite them to the next one and offer to meet them there.</i>	<input type="checkbox"/> Yes <input type="checkbox"/> Not Yet — Invite!
<input type="checkbox"/>	<b>Ribbon Cutting Scheduled (If Not Already Done)</b>  <i>Every business deserves a ribbon cutting! Free publicity, great photos, community support. New businesses AND long-time members who never had one both qualify. Help them schedule it with Chamber staff.</i>	<input type="checkbox"/> Done <input type="checkbox"/> Schedule Now <input type="checkbox"/> N/A

### SECTION 4: GENERAL MEMBERSHIP AWARENESS

Do they actually know what they get as a member? Run through these basics to make sure nothing is being left on the table.

✓	MEMBERSHIP ADVANTAGE / ACTION ITEM	STATUS
<input type="checkbox"/>	<b>Reviewed Full Membership Benefits</b>  <i>Have you walked them through the complete list of benefits? Most members only know about 1–2 things. Leave them a benefits sheet or pull up Chamber Nation together.</i>	<input type="checkbox"/> Done <input type="checkbox"/> Not Yet
<input type="checkbox"/>	<b>Knows About Member-to-Member Deals &amp; Referrals</b>  <i>Encourage them to use and offer member-to-member deals. Shopping local starts with members supporting each other first.</i>	<input type="checkbox"/> Aware <input type="checkbox"/> Needs Info



✓	MEMBERSHIP ADVANTAGE / ACTION ITEM	STATUS
<input type="checkbox"/>	<p><b>Knows How to Submit News, Events &amp; Announcements</b></p> <p><i>Members can submit business news, job postings, and events for promotion through Chamber channels. Do they know how? Walk them through the process.</i></p>	<p><input type="checkbox"/> Knows How</p> <p><input type="checkbox"/> Needs Walkthrough</p>

 **AMBASSADOR NOTES & FOLLOW-UP ACTIONS**

**Notes from this visit:**

---



---



---

**Follow-up items to report to Chamber staff:**

---



---

Next scheduled contact:    Date: \_\_\_\_\_    Method:  Call    Email    In Person    Event

Ambassador: \_\_\_\_\_    Phone/Email: \_\_\_\_\_

**AMBASSADOR REMINDER:** Your job is not to sell — it is to serve. Every checked box is a member who feels more valued, more connected, and more likely to renew and refer.