



## **Liaisons in Action: Strengthening Our Community Together**

### **A Collaborative Approach to Community Growth**

As a liaison, you have a unique opportunity to drive positive change in our community. By actively engaging with local organizations and initiatives, you can foster strong partnerships, enhance your business's reputation, and contribute to the overall well-being of our town. Liaisons will partner with businesses and individuals to empower them to make a tangible impact on their community.

It is the purpose of the Chamber Liaisons to promote member commitment and retention by:

- Encourage meaningful and beneficial participation in programs of the Andover Chamber of Commerce – by greeting, welcoming, and interacting with participants at events.
- Raising awareness of Chamber activities and benefits – share about the Chamber and invite people to attend events with you.
- Act as greeters and hosts at various events.
- Membership retention & recruitment activities as they arise.

Chamber Liaisons consists of a group of diverse volunteers who want to be more hands on with the Chamber. These Chamber Liaisons donate their time to assist the Chamber in various activities.

### **Requirements for being a Chamber Liaison**

1. Must be a member in good standing (or an employee of a member)
2. Have your employer's approval to participate as a Chamber Liaison and attend chamber meetings/events during or after work hours.
3. Serve as a Chamber Liaison for a period of at least one year.
4. Must agree to accept and follow the Andover Chamber Mission, CODE OF ETHICS and confidentiality policies
5. 3-hour commitment per month. 1-hour monthly meeting and attendance at 2 chamber events.
6. Liaisons are required to attend monthly meetings consistently. Missing 3 consecutive meetings, or 4 meetings overall, will result in a discussion to determine continued participation as a Liaison.
7. Must serve on at least one event subcommittee as a part of the Liaison group
8. Must volunteer at one of the main chamber events each year.

### **Why become a chamber liaison?**

1. Excellent opportunity to market your business and network amongst other member businesses and prospects.
2. Added visibility in the community.
3. Recognition at events as a Chamber Liaison.
4. Name/photo on the Chamber Liaison website page.
5. Invitations emailed for all Chamber events and occasional special invitations to events associated with the Chamber.

## **Responsibilities of being a Chamber Liaison**

Attendance at coffees, luncheons, ribbon cuttings and grand openings for Chamber members as scheduling allows.

1. Assist with registration at Chamber events and meetings.
2. Serve as a mentor for new Chamber members and checking in with existing members as they renew or just to touch base.
3. Be the welcoming group at events, making participants feel welcome to the organization and to the event.
4. Assist in pickup and delivery of items to businesses as needed (silent auction items, etc.)
5. Recruit new Chamber Liaisons.
6. "LIKE" and "FOLLOW" Chamber social media – Facebook, Twitter, Instagram, LinkedIn
7. Promote and spread the word about events, benefits, and other pertinent items that members should know about –
  - a. share and like items that are posted by the Chamber Marketing Associate on social platforms.
8. Deliver new members and renewal packets as needed.
9. Assist in the planning of Liaison outreach opportunities.
10. Partner with the Chamber in a membership drive, if applicable.

## **Opportunities**

- Coffee & Conversations – Liaison hosted event. (Final Friday of the month)
- Ribbon Cuttings – Liaison hosted event.
- Happy Hour (Second Thursday of the month)
- Groundbreaking
- Member Luncheons
- New Member Mingle
- Business hosted events (Open houses, special events, etc.)
- Business tours (When available)
- State of the Community (January)
- Annual Dinner (February)
- New Educator Breakfast (August)
- Cornhole Tournament (September)
- Women's Symposium (October)
- Jingle Mingle (December)