



GREATER MADISON
CHAMBER of COMMERCE

Ambassador Program Application

The Greater Madison Chamber of Commerce is the voice of business with more than 1,200 organizations – ranging from one-person shops to corporations with more than 10,000 employees – working to bring the Greater Madison area to its full potential. The Greater Madison region is a leader in innovation. From cutting-edge technologies to distinctive retail shops to inventive services and products, our members vary greatly but are united by the region’s entrepreneurial spirit.

Program Outline

Chamber Ambassadors are volunteer stewards from member businesses and external representatives of the Chamber. We look to Ambassadors to help members by strengthening their connections and fully leveraging the network effect. The Ambassador role benefits individual networks but also benefits the business as a visible extension of all Chamber members.

Chamber Ambassadors represent the Chamber in the community and promote goodwill among Greater Madison businesses. Ambassadors are selected based on the criteria below and are required to perform certain duties and adhere to a specific code of conduct to maintain the integrity and reputation of both the Ambassador Program and the Chamber.

Criteria

- The Chamber Ambassador commitment includes actively participating in Chamber events, supporting new and existing members, and serving as a positive and professional representative of our mission. Ambassadors are expected to dedicate time, energy and enthusiasm to building relationships, promoting local businesses and enhancing the Chamber’s visibility and impact.
- The Chamber seeks Ambassadors that reflect the diversity of our membership, including diversity in sector/industry representation, geographic location and personal background.
- Applicants must have work schedule flexibility to regularly attend Chamber events during business hours—examples: 7:30 to 10:00 a.m., lunch hour, 4:00 to 6:00 p.m.

Responsibilities

- Attend monthly Chamber Ambassador meetings, typically taking place near the start or end of the day (i.e., 9:00 to 10:00 a.m. or 3:00 to 4:00 p.m.).
- Regularly attend member events such as open houses, grand openings, ground-breaking ceremonies and ribbon cuttings, which occur between 8:30 a.m. and 5:00 p.m. on weekdays.
- Lead at least one member event per year, working directly with the member business to coordinate event details.
- Act as a liaison for the Chamber by assisting at events such as Chamber 101, Next Big Thing, Advocacy in the A.M. and other events throughout the year. These events typically take place at the start or end of the day (i.e., 8:00 to 10:00 a.m. or 4:00 to 6:00 p.m.).
- Attend and assist Chamber staff at annual marquee Chamber events, including IceBreaker (April), Pressure Chamber (August) and Annual Dinner (October).

- Work with the Chamber to ensure members are engaged in Chamber activities and benefits by interacting with event attendees and participating in strategic outreach, including social media posts.
- Advocate for and communicate on behalf of our members, ensuring their needs are heard and addressed. This is achieved by staying informed about the challenges, opportunities and trends affecting local businesses and the community.

Code of Conduct

- Dress appropriately, including Chamber Ambassador name tag, for all Chamber and member events.
- While attending Chamber events, Ambassadors are permitted to responsibly enjoy alcoholic beverages in moderation if desired. You must always maintain a professional demeanor.
- When attending any event as a Chamber Ambassador, Ambassadors are expected to:
 - Represent the Chamber and its mission with impartiality and respect.
 - Avoid using their position to directly solicit business, promote personal agendas or gain preferential treatment.
 - Focus on supporting and advocating for all members and the broader community.
- Ambassadors may be removed from the program for any breach of the code of conduct or any action deemed inappropriate by Chamber staff.

Application

To ensure we have the information needed to consider your application, we ask that you fill out every section of this form completely and accurately. Once complete, please send your application to the email addresses provided below.

Alanna Thiede
 Managing Director, Engagement
 alanna@madisonbiz.com

Sharla Rowe
 Events Coordinator
 sharla@madisonbiz.com

Contact Information

Name _____

Title _____

Organization _____

Address _____
Street Address *City, State, Zip Code*

Phone _____

Email _____

Website _____

Volunteer Experience

<i>Organization</i>	<i>Position</i>

Why are you interested in becoming an Ambassador?

Ambassador Applicant Commitment

I have read the above Greater Madison Chamber of Commerce Ambassador Program Outline. My signature below indicates my commitment to serve as a Chamber Ambassador as outlined and adhere to the Ambassador Code of Conduct.

Applicant, Name and Title

Organization

Date

Employee Commitment

This applicant has our full support to participate as an Ambassador for the Greater Madison Chamber of Commerce. We fully understand the time commitment required should they be selected and recommended for the position.

Employer, Name and Title

Organization

Date