



REVITALIZING OUR CHAMBER

AMBASSADOR COMMITTEE

Ambassador Goals

The 3 Rs for our committee

Recruit

New members are crucial to the vitality and success of our Chamber.

Each time we are out and about, for business or personal, think about the possibility of a new member. It could be someone we meet in the course of doing business or it could be someone like the dry cleaner we use or the dentist we go to.

Retain

There is no point in recruiting new members if we don't keep our existing members. We build on each other's business. Our success comes from their success.

Please use members as often as possible in the course of doing business and be sure to hand them a “You got my business today because you are a member” card.

Reward/Return

What are the rewards, or the return, of our recruiting new members and retaining existing members?

For our Chamber to be successful, to be a vibrant, vital organization we are dependent on our membership. Not only the dues which keep our Chamber running. Not only the volunteering at major events which promote our community and make us the special little paradise that is Hobe Sound, but above all, the diversity of the businesses helping each other to succeed.

How do we accomplish recruiting new members and retaining existing members leading to the reward/return?

- ❑ Each of you should keep a minimum of two copies of the current Community Guide in your car along with at least one current and updated Potential New Member packet.
- ❑ Each month these packets will need to be updated with a new Pelican and a new calendar of events. Each packet will indicate the month it was assembled and if it is not current, please come in and I will update it for you. If someone shows interest, give them a copy of the Guide and take time to explain our Chamber’s membership diversity and community involvement and offer the packet.
- ❑ Be aware of upcoming chamber events and invite the potential member to a luncheon/breakfast or After Hours Social. Be sure that when you invite someone, that you are there to greet them and introduce them to other members. If you cannot be there, please alert one of us to your guest coming and we will be sure to fill in for you.
- ❑ We would like each Ambassador to truly be AN AMBASSADOR!! You must be identifiable as an Ambassador – with the Ambassador ribbon attached to your Chamber badge at Chamber Breakfasts/Luncheons, or we can order a new badge in a different color that says “Ambassador.” We will acknowledge our Ambassadors at each event.
- ❑ As an Ambassador, please attend as many events as possible, especially breakfasts/lunches and After Hours Socials. Be near the

entrance and greet the incoming members and their guests. Be especially alert to New Members. Greet them, bring them over to the sign-in table, explain the procedures, see that they get a “New Member” ribbon and then take them and introduce them to other members. **It is critical that new members feel welcomed and this is the principal task of an Ambassador.**

How will we retain our existing and valuable members?

- First and foremost by using members whenever possible, for shopping and services. Give them the “You got my business today because you are a member” card. They’ll know that their membership has brought you to their business. Give them your business card at the same time. That will help your business grow, too.
- Try calling by telephone or stopping in to businesses as you go about town doing your own business. Be especially alert to new members who will need to feel welcomed. Give them a call just to say, “Hello, and welcome to the Chamber. If I can answer any questions or be of assistance to you, please don’t hesitate to call me.” Not only will they feel good about their membership, but you will be introducing yourself and your business to them.
- Don’t go to any ribbon cutting, breakfast/luncheon, after hours social without a pocket full of your business cards. Step up to members, introduce yourself, ask for their card and offer yours to them. In other words network, network, network. People love to do business with people they have met!!

Let us all put forth the effort to make this the best little Chamber in what we know is the “best little town in south Florida”. Let’s be open to new ideas and let’s each be thinking of ways that we can improve this committee and make it a vital operation in the Hobe Sound Chamber of Commerce and the Hobe Sound community.

Please contact me anytime with suggestions or questions.

Janet Otten
Member Relations Coordinator
jotten@hobesound.org
Office: 772-546-4724
Cell: 772-545-9493