6 Critical Tools Your Chamber Ambassadors Need

Your ambassadors are an extension of your chamber in the community. Make sure they have the tools they need to be effective (in a way they’ll use them).

Information on Membership Levels
If someone is showing interest at that moment, you don’t want to put them on ice by telling them the membership person or CEO will get back to them.

Have Chamber Packets that your ambassadors can keep with them. Include:

- The Chamber’s Brochure
- The Membership Directory
- The Chamber’s Business Card
- The Ambassador’s Business Card
- A Membership Application

And, just in case they don’t have the Chamber Packet with them at that time, place your membership level/tier information online and give the ambassadors the URL - that they can also write on the back of their business card and give to the interested prospect.

Quick Tip: Use a tool like Bitly.com to make the URL short and memorable so the ambassadors can easily remember it.

Updated Membership List
Your ambassadors should always have the most updated membership list with them. They are your community connectors. With access to the most recent membership list, they are ready at all times to make referrals to member businesses.

Quick Tip: Pull the updated Membership List from your database weekly and send it to your ambassadors.
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An Efficient Way to Report Back

When ambassadors are out building relationships, they are going to meet people who want to join your chamber, volunteer, get more involved, switch membership levels, sponsor events, and a host of other things.

They need a way to convey information back to you efficiently.

- A weekly email
- A closed Facebook ambassadors group
- A weekly update through Facebook Messenger
- Or any other way where you and they can communicate easily

Quick Tip: A closed Facebook group for your ambassadors might be a great option. Your ambassadors can build camaraderie and share information online.

Training to become Social Media Champions

While not all of your ambassadors are online, look for the champions; the ones who LIKE being online and are good at it. Recruit these ambassadors to be your Social Media Champions.

At the minimum, they should:

- Share a chamber’s post at least twice a week
- Like chamber page posts daily
- Comment on chamber page posts quickly to build momentum

Social Media Champions will help you grow your audience.

Quick Tip: Facebook Message your Social Media Champions your chamber’s new posts so they will know to engage.
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Social Media Education
For your less social ambassadors, create a cheat sheet to help them feel more comfortable with posting and interacting. This could include:

- What social media platforms the chamber is on - and how to find you on them
- Encourage ambassadors to ‘friend’ one another (we are in this together)
- Educate them on how they can be using social media for themselves (and their business)
  --> Train them on how important it is to have posts that are entertaining, inspirational, educational, or just fun, with a splash of business
- Remind them that this is ‘social’ media and encouraging them to respond back to those who leave comments on their posts

Quick Tip: Create a "How to Get the Most Out of Social Media" presentation that you can record and have in your private Ambassador Facebook Group for them to watch.

Something to Give Away
Ambassadors should always have a little something from the chamber with them. This could include brochures, business cards, swag, or event fliers. They should never be empty handed.

Quick Tip: Create an "I’m Here" business card that ambassadors can leave behind at a business.
If you are a Canva.com user, feel free to use this template as your own: bit.ly/ImHereTemplate

Thank you for your interest in downloading the 6 Critical Tools Your Chamber Ambassadors Need. If you have further questions or ideas for us to make this list better, please reach out to me at frank@frankjkenny.com