

Committee Overview



Committee

Ambassador Committee

RGCA Board Chair

Gerald Willis

Mission

The Ambassador Committee exists as the main volunteer outreach arm of the Royal Gorge Chamber Alliance. They support goals to retain and grow member businesses and assists new and existing members to engage with the Alliance by making personal connections and helping them utilize the resources available to them. The Ambassadors supports member businesses through ribbon cuttings, hosting monthly networking events and fostering connections at these events. The committee also helps identify potential new members and provides warm leads to the RGCA Director of Membership.

Summary

Committee members bring their strong communication and interpersonal skills as well as their energy and passion for the Alliance to help strengthen and grow the organization. The committee works closely with RGCA staff to support existing members and prospect for new members. They are responsible for meeting membership goals through both adding new members and membership renewals.

Essential Duties and Responsibilities:

Our Goals:

- Attend, participate, and contribute to monthly Ambassador meetings
- Make member contacts, personally or by phone, as prescribed by current member outreach programs to ensure they are engaged and benefiting from their membership
- Support member businesses at ribbon cuttings
- Wear name-tags at events to act as a RGCA representative and assist members in making new connections
- Identify potential new members in their professional network and through active prospecting
- Perform membership outreach with personal visits to members businesses as assigned
- Develop new ideas for member engagement, retention, and growth
- Attend new member orientations quarterly
- Attend at least 8 monthly BAH events and assist with hosting assignments as needed
- Volunteer at other RGCA signature events

Committee Asks:

- Ambassador committee members are members in good standing of the RGCA
- Attend no less than 8 (out of 12) monthly meetings per year
- Actively participate in monthly member outreach programs
- Attend one event per month and be available to assist members to make connections
- Assist with one member ribbon cutting per quarter
- Provide at least 2 warm leads per quarter

Benefits (of being on this committee)

- Grow your professional network and strengthen relationships
- Enhance communication and interpersonal skills
- First to connect with businesses through RGCA signature events and outreach initiatives
- Invitations to ribbon cuttings with preferential access to new and expanded businesses
- Be seen as a resource for businesses in the area
- Grow your brand awareness through engagement with the business community
- Give back to the RGCA through committee involvement