

# AMBASSADOR CRITERIA



Greater Winston-Salem, Inc.'s ambassadors are active participants in our events, programs, and initiatives which help to advocate for a strong business environment. Ambassadors represent Greater Winston-Salem, Inc. at community events, assist other members by introducing them to benefits and services of membership, and serve as liaisons with the broader business community.

## BENEFITS

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- Improved leadership skills
- Opportunity to serve the community and local economy
- Increased visibility and recognition for the individual and their business
- Enhanced career opportunities through strategic networking
- Growth of client base and contacts

## CRITERIA

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- Be a Greater Winston-Salem, Inc. member in good standing for a minimum of one year
- Participate in an Ambassador orientation
- Possess knowledge of GWSI services and programs, as well as the Forsyth County business community
- Possess a strong desire for community involvement
- Take initiative and be motivated to meet new members at events and business site visits
- Be a leader and possess skills that will guide new members
- Agree to fulfill Ambassador responsibilities
- Ambassador status can be revoked for the following reasons: Cancellation of GWSI membership or inability to fulfill responsibilities as agreed upon.

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## CODE OF CONDUCT

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- Maintain Confidentiality: Refrain from publicly discussing internal committee discussions.
- Represent GWSI Branding: Wear your Ambassador nametag when you are representing GWSI and utilize provided collateral when interacting with members and prospects.
- Be Positive: You are an extension of the organization when out and about in the community!

## REQUIREMENTS

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If you are selected as an Ambassador, you must fulfill the following in order to maintain active status on the team and be listed as an Ambassador:

- Attend an ambassador orientation
- Attend at least 5 Wake Up Winston events per year
- Attend at least 3 ribbon cuttings per year
- Attend at least 4 Ambassador meetings (held bi-monthly)
- Attend at least 2 other networking events per year (Coffee Connections, First Fridays, etc.)
- Call and/or visit new members to welcome them and encourage them to participate in GWSI activities
- Refer prospective members
- Commit to one year of volunteer service

[APPLY ONLINE](#)

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