



Ambassadors Committee Guidelines: Elevating Engagement and Retention

The Ambassadors Committee plays a vital role in fostering a vibrant business environment by actively supporting Greater Winston-Salem Inc. (GWSI) events, programs, and initiatives. Our Ambassadors connect members, promote benefits, and serve as key liaisons within the business community. These guidelines are designed to enhance your impact, provide clear direction, and offer valuable opportunities for your professional growth and networking.

Mission

To champion Greater Winston-Salem Inc. by actively engaging with members, supporting chamber initiatives, and fostering strong relationships that drive community and business growth, with a dedicated focus on member satisfaction and retention.

Core Responsibilities

As an Ambassador, your commitment to the following areas ensures the success of our committee and the satisfaction of our members:

1. Member Engagement & Retention

A primary goal for our Ambassadors is to enhance member satisfaction and drive retention through proactive engagement.

- **Personalized Outreach:** Regularly call or visit existing members to gauge their experience and encourage participation in GWSI activities, as well as identify areas where GWSI can provide more value and understand challenges they face.
- **Knowledge Sharing:** Be prepared to share basic knowledge of GWSI's diverse programs, services, and upcoming events, ensuring members are aware of all the benefits available to them.
- **Feedback Loop:** Act as an ear to the ground. Collect feedback from members regarding their satisfaction, communicate insights to GWSI staff, and record in the outreach tracking tool to help improve offerings and address concerns.



2. Active Participation & Representation

Your presence and enthusiasm at GWSI events are crucial for demonstrating the value of membership and building community.

- **Event Attendance:** Commit to attending a minimum of one **(1)** GWSI networking event per month, including but not limited to:
 - Networking Nights
 - Ribbon Cuttings / Grand Openings
 - Wake Up Winston Events
 - Winston Under 40 Socials
- **Meeting Attendance:** Commit to attending a minimum of four **(4)** Ambassador Committee Meetings annually. (Meetings held bi-monthly)
- **Networking & Introductions:** Actively engage with attendees at events, make member-to-member introductions, and help facilitate valuable connections.
- **Brand Advocacy:** Positively represent GWSI at all times. Utilize provided GWSI collateral, maintain confidentiality regarding internal committee discussions, and act as a positive extension of the organization in the community.

3. Membership Growth & Support

Support the growth of GWSI by identifying prospects and assisting with their integration.

- **Prospective Member Referrals:** Identify and refer prospective members to GWSI staff.
- **New Representative Integration:** Guide and support new representatives of existing member companies as they navigate their initial involvement with GWSI.

Eligibility & Maintenance for Active Status

To ensure a high-performing and dedicated committee, Ambassadors must:

Eligibility:

- Be a GWSI member in good standing for a minimum of one year.
- Participate in a mandatory Ambassador orientation.
- Possess general knowledge of GWSI services, programs, and the Winston-Salem / Forsyth County business community.
- Demonstrate a strong desire for community involvement.
- Show initiative and motivation to connect with members and businesses.
- Exhibit leadership qualities to guide and support members.



Maintaining Active Status:

- Fulfill all Ambassador Core Responsibilities as outlined above.
- Commit to one year of volunteer service.
- Adhere to GWSI's code of conduct and confidentiality guidelines.

Ambassador Recognition & Opportunities

We value your dedication and believe in providing opportunities for your personal and professional growth.

- **Networking:** Build strong relationships with a diverse group of professionals and community leaders.
- **Visibility:** Increase your visibility within the Greater Winston-Salem business community.
- **Impact:** Directly contribute to the growth and retention of GWSI's membership, strengthening our business community's ecosystem.
- **Leadership Development:** Enhance your leadership, communication, and relationship-building skills.

Revocation of Ambassador Status

Ambassador status may be reviewed and potentially revoked due to:

- Cancellation of GWSI membership.
- Inability to consistently fulfill agreed-upon responsibilities.

These guidelines aim to empower you as a GWSI Ambassador, making your role impactful, engaging, and mutually beneficial. We look forward to a successful year focused on strengthening our membership and expanding our community influence!