

**Chamber Mission:** *The Perdido Area Chamber of Commerce provides community leadership and promotes sustainable economic growth of member businesses and community development.*



## Keyholder Program Guidelines

### Purpose:

Being a Keyholder for the Perdido Area Chamber is an important role. For new members especially, you will be one of the first people they meet outside of Chamber staff! As a representative of the Chamber, ensuring that new and current members have a great experience is the primary role of a Keyholder!

### What does a Keyholder Do?

Keyholders are volunteers who help promote the Perdido Area Chamber business community and support chamber functions. Projecting a positive image, assisting with volunteer roles at events, and reaching out to welcome new members are among the primary activities of a Keyholder. Examples of Keyholder tasks include: calling or visiting with a new or current member, inviting members to events, assisting with the event registration table or greeting attendees, and hold the ribbon at ribbon cuttings!

### Why become a Keyholder?

Being a Keyholder is one of the easiest and most enjoyable ways to increase visibility for you and your business! The most important role is to adopt new members and help onboard them to the Perdido Area Chamber and its benefits. This is also a solid way to build amazing business relationships with other members. Because the role includes volunteering at events, you'll often be seen in the published photos, have the distinguished role of introducing members to each other, and celebrate with new and expanding businesses at their ribbon cuttings.

If you plan on attending events anyway, or have been wanting to build your business contacts, being a Keyholder just makes sense!

### Requirements:

- Complete and return the Keyholder application
- Meet once per month as a committee
- Adopt new members and complete a welcome checklist
- Volunteer at chamber and community outreach events.
- Meet or exceed the minimum requirement of annual activity (see Keyholder Points)
- Help obtain a few donated gifts for keyholder awards and annual prizes given for contest and community events.

**Perdido Area Chamber of Commerce**, 15500 Perdido Key Drive, Pensacola, FL 32507  
Phone: 850-492-4660 [www.PerdidoChamber.com](http://www.PerdidoChamber.com)



## Keyholder Points

Keyholders have a standard that must be kept and will also earn recognition and rewards through their involvement. The following point system will be used:

<b>Activity</b>	<b>Points</b>
<b>EVENT ATTENDANCE</b>	
• Attend a Ribbon Cutting or Groundbreaking	4 points
• Attend Member Seminars/Lunch "N" Learns	3 points
• Attend the Annual Meeting, Appreciation events, etc.	2 points
• Attend a Business After Hours	3 points
• Attend a monthly Networking Luncheon	2 point
• Attend special or other event not noted above	1 point
<b>KEYHOLDER ROLES</b>	
• Volunteer at an event (instead of attendance points)	4 points
• Complete the new member checklist with an adoptee	3 points
• Attend Committee Meetings	2 points
• Obtain a donated item for an event or recognition	1 point
<b>CHAMBER GROWTH</b>	
• Recruit a new chamber member (must join for credit)	4 points
• Bring a new member or prospect to any chamber event	3 points (each guest)
• Participate in a pop-in visit with other current members	1 point (per visit)
<b>EXTRA CREDIT</b>	
• Participate in the quarterly retention campaign	5 points
• Recruit a new Ambassador	4 points
• Collect an item for new member welcome bags (Qty: 100)	3 points
• Share a chamber hosted event on social media	1 points



## Keyholder Awards

Keyholders can earn the following recognition and rewards through their involvement. Below is how awards and rewards will be determined:

### Awards

**Monthly Star Performer** – The top point-scoring Ambassador each month will be rewarded with a certificate or other member-donated prize at the monthly committee meeting.

**Quarterly Keyholder Award** – The top 3 highest point-scoring Keyholders will be in the running for the quarterly Ambassador award and a newsletter spotlight. Keyholders can win this award once per year.

**Keyholder of the Year Award** – The top 3 highest point-scoring Keyholders as of November 1<sup>st</sup> will be in the nomination pool for the Keyholder of the Year Award to be awarded at the Annual Celebration!

### Rewards

Earning a certain number of points in a quarter or annually will also reward a Keyholder:

**Quarterly Bonus** 100 points

A gift certificate from a chamber member business

**Annual Bonus** 300 points

2 complimentary tickets to the Annual Meeting

### Keyholder Standard

Keyholders must achieve a minimum number of points each quarter, and annually, to remain a Keyholder in good standing. Those falling short of the minimum 2 consecutive quarters or for the year must sit out the remainder of the year, but may reapply for the following year.

**Quarterly Minimum** 30 points

**Annual Minimum** 120 points



**Keyholders Application**  
**2019**

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Business Phone Number

\_\_\_\_\_  
Cell Phone Number

\_\_\_\_\_  
Email Address

I'm currently a Perdido Area Chamber Member: (Circle one) YES! / No  
If No, will you become a member prior to accepting a Keyholder position?

(Please initial.) \_\_\_\_\_ YES! I will become a Chamber Member if becoming an Ambassador.

I consent to being a Keyholder for the Perdido Area Chamber of Commerce and plan to fulfill the terms and duties as outlined in the above Keyholder Guidelines.

\_\_\_\_\_  
*Signature* *Date*