

# *The* Fauquier CHAMBER



## AMBASSADOR PROGRAM HANDBOOK

2026

The mission of the **Fauquier Chamber of Commerce** is to remain dedicated to the growth and prosperity of local businesses through building relationships, advocating for business, and providing resources and support.

## ➤ What is an Ambassador?

An Ambassador is a goodwill representative of a business giving their time and energy to inform others (members and non-members) of opportunities and benefits offered by the Chamber through membership. Ambassadors help build a stronger Chamber and the Chamber helps build a stronger region. Ambassadors are the cornerstone of that strength and our community's future success.

## ➤ What does it mean to be an Ambassador?

### 1. Be in the Know

Be among the first to receive direct invitations to ribbon cuttings, grand openings, and other exclusive events hosted by the Chamber and its members. This means prime networking opportunities and a chance to celebrate business milestones alongside key players in the community.

### 2. Connect with Members

As an Ambassador, you have the unique opportunity to assist Chamber staff with recruitment and retention efforts. By reigniting member enthusiasm, encouraging renewals, and sharing the Chamber's mission into your conversations, you spark curious minds to get involved. With introductions, guidance, and your own success story as proof, Ambassadors turn potential members into thriving ones!

### 3. Commit Your Time

Ambassadors are required to attend a one-hour monthly meeting, focused on organizational updates and upcoming opportunities to engage with the community, all while learning more about local businesses and the Chamber's newest members. Aside from monthly meetings, Ambassadors are strongly encouraged to attend ribbon cuttings, grand openings, groundbreaking ceremonies, or other business. Being present for a major milestone in the life of a business is a special opportunity and a rewarding aspect of being an Ambassador.

## ➤ The Purpose of the Ambassador

The purpose of the Ambassador Program is to offer a special opportunity for Chamber members to enhance their engagement with the business community while advocating for the Chamber's mission.

Participation is both an honor and a privilege as Ambassadors are highly visible in the Fauquier business community.

Ambassadors are professionals and community leaders who serve as the retention, recruitment, and greeting arms of the organization.

In pursuit of this goal, Ambassadors will increase members' knowledge about programs, services, and marketing available to the members of the Chamber. Ambassadors promote networking opportunities and relationship building among our members.

Ambassadors exhibit the highest degree of professionalism, knowledge, and integrity, while helping new members become acclimated to the Chamber and other members.

Ambassadors represent the Chamber at grand openings, ribbon cuttings, and other important events.

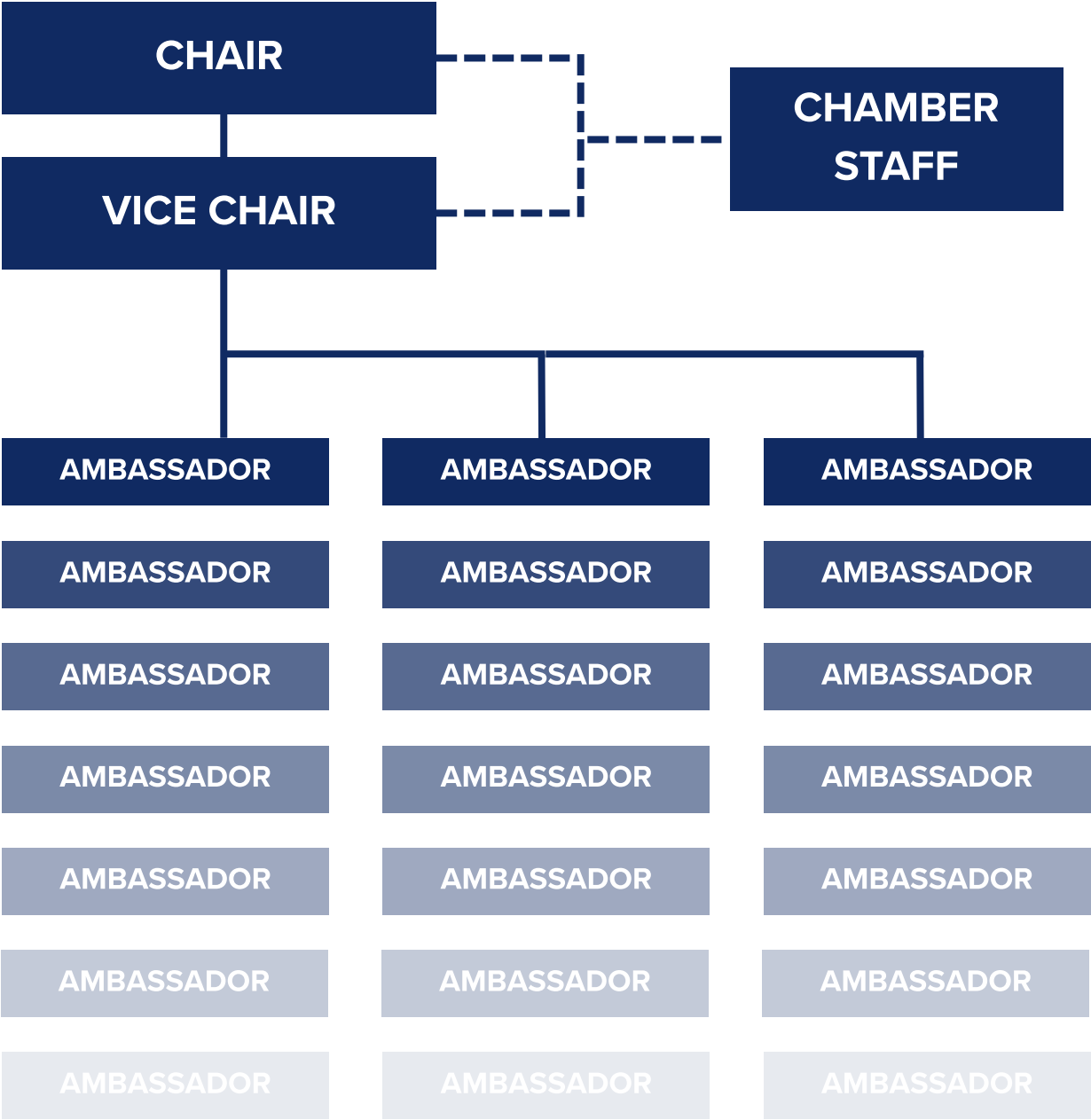
## ➤ Who is a successful Ambassador?

One who is **passionate** about helping other members engage with the Chamber.

One who is **driven** to engage with the Chamber and the business community

One who **enjoys** expanding his/her professional contacts

➤ Ambassador Organizational Chart



## ➤ What it Takes to Serve as an Ambassador

### **To become an Ambassador, you must:**

- Be employed by a Chamber member business in good standing.
- Be in strong alignment with the Chamber's mission and vision.
- Be an active participant in Chamber events, programs, and functions
- Be able to commit to the required time and participation for the calendar year

*Ambassador Program participation is granted to those who make an active effort contributing to the Chamber's work and mission throughout the Fauquier business community.*

## ➤ Initial Application

At the end of each calendar year, we will review applications that have been submitted by members to determine the upcoming slate of Ambassadors for the following year.

Ambassadors will be selected based on the quality of their application and their level of involvement with the Chamber. Applicants who are selected to participate in the upcoming year's Ambassador Program will be announced before the start of the new calendar year at our Annual Membership Meeting & Gala.

Those selected will serve as an Ambassador for the full calendar year. Please note that there is no limit on how many consecutive or non-consecutive years individuals can serve as an Ambassador. Those Ambassadors that are interested in serving another year must re-apply at the end of each calendar year.

Interested in being considered for the Ambassador Program? We would love to have you, so click the link below to submit your application.

## ➤ Reapplication

Current Ambassadors wanting to continue their participation in the Ambassador Program are required to reapply each application period.

Please note that there is no limit on how many consecutive or non-consecutive years individuals can serve as an Ambassador.



## ➤ Selection Process

As the Chair and Vice Chair are charged with the oversight of the Ambassador Program, Chamber staff will forward all applications for their review.

### New Applicants

- Applications for new Ambassadors are scored and applicants are selected for the upcoming year's program based on three criteria:
  - Participation in events, programs, and functions
  - Quality of the application submitted
  - Feedback from Chamber staff

### Reapplicants

- Applications for current Ambassadors will be scored on the same two criteria as a new Ambassador application.
- In addition to these two criteria, these applications will also be scored on that Ambassador's performance during their previous time in the program.
- Returning Ambassadors that are selected to participate in the upcoming year's program will be notified of their application status by the end of the year.

The processes above aim to ensure that Ambassadors are well-equipped to represent our organization, engage actively with the community, and contribute positively to the mission of the Fauquier Chamber.

### How will people know I am an Ambassador?

Ambassadors will be provided a lanyard badge indicating you are an official Ambassador. Wear it at all events and functions you attend!

Ambassador's name and company will be listed on our [website](#).

When making recruitment and retention calls or emails on behalf of Chamber, identify yourself as a Chamber Ambassador.

## ➤ What it Takes to Serve as an Ambassador

### Ambassador Standards

- Attend the mandatory orientation at the beginning of each year. This orientation is designed to provide essential information, set expectations, and ensure a successful start to the Ambassador experience.
- Attend the majority of monthly Ambassador Meetings, held monthly on the first Friday. Must attend 7 out of 10 remaining meetings to stay in good-standing.
- Attend as many Chamber events, programs, functions, ribbon cuttings, and member events throughout the year as you are able.
- Make an effort in the member recruitment and retention process\*.  
\* Chamber Staff will provide all resources

### Ambassador Meetings

- Monthly meetings are held on the first Friday of each month, excluding December, at 11:30am at either the Chamber offices or varying locations around Fauquier.
- There will be an online option for who are unable to attend in person.
- Refreshments will be provided as well as an opportunity to introduce yourself and the company you represent.
- Guest who are either considering Chamber membership or active members wishing to learn more about the Ambassador program are always encouraged to attend.

### Chamber Events, Celebrations, and Ribbon Cuttings

- Attend as many grand openings and ribbon cuttings as your schedule permits
- Arrive before the event to offer assistance in any set up or last minutes needs.
- Help document the event by sharing it on your personal and/or business social media pages being sure to mention you are a Chamber Ambassador.

## ➤ How Your Participation Can Make a Difference

### Recruitment

- Advise businesses to join the Chamber
- Bring potential new members to an event, ribbon cutting, or other functions

#### Bring A Guest to an Ambassador Meeting:

- Ambassadors are encouraged to bring colleagues and curious business leaders to a monthly meeting. This invitation provides the guest with an inside look into the Chamber and what it can do for their business and professional network.
- Each non member guest is allowed to attend only one Ambassador meeting. Unlimited participation for active Chamber members.

### New Member Onboarding

- Participate in the Greet & Meet New Member Luncheons
- Serve as a “Member Mentor” for new members helping them become familiar with different aspects of member benefits throughout their first year of membership.
- This includes sending emails welcoming new members to the Chamber inviting them to join you at events, and checking in throughout their first year of membership.
- Instruction will be provided at the monthly Ambassador meeting..

### Retention

- Ambassadors will work with Chamber staff to retain Chamber members and engage them in various ways, helping members receive maximum value from their membership benefits.



## » Communications

- Be sure you are receiving the Wednesday Event E-Blast listing upcoming events, ribbon cuttings, and announcements. This weekly touch point is important and serves as a chance for Ambassadors to coordinate their schedules accordingly to attend events as they are able.
- Ambassadors receive direct calendar invites for most ribbon cuttings, groundbreakings, and other events. From there, Ambassadors are encouraged to forward to new members for assurances that they are aware of the events but also that they are on the distribution list.
- It is important that Ambassadors register for events even if not a requirement as this helps Chamber staff understand who will be attending to ensure there is appropriate Ambassador representation.
- Attending the monthly meetings is a requirement of Ambassador Program participation and should be prioritized. If an Ambassador is unable to attend a monthly meeting for any reason, they should immediately notify Chamber staff.

## » Leadership Opportunities

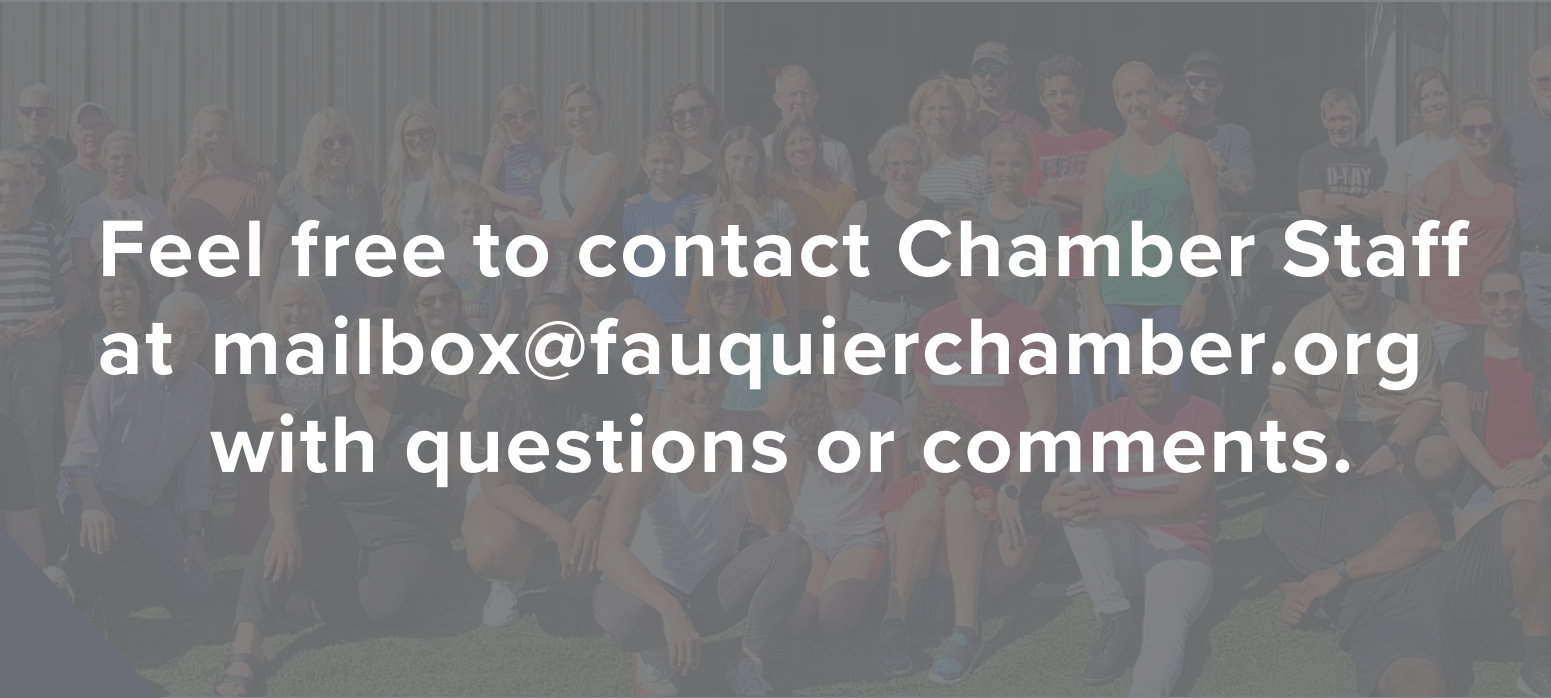
- As an Ambassador, you have the opportunity to serve in a leadership capacity as the Ambassador Program Chair or Vice Chair.
- Active involvement in these committees provides a clear pathway to gaining influence and demonstrating commitment within the chamber which is a significant step towards broader chamber leadership.
- By actively contributing to the Ambassador program, members gain experience, build connections, and showcase their leadership capabilities, which are crucial steps toward serving on the Chamber's board of directors.

## » Excusal & Resignation


- Ambassadors who no longer meet expectations as outlined, may be relieved of their Ambassadorship at any time. Dismissals are at the sole discretion of Chamber staff.
- Ambassadors may resign from their position at any time for any reason.
- Ambassadors who voluntarily resign may reapply for active Ambassador status during the next open application period and reinstatement will be subject to the approval Ambassador Chair and Vice Chair.



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Feel free to contact Chamber Staff  
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