

Robertson County Chamber Ambassador Program

Community Doesn't Just Happen. It's intentional.

This is not a decorative title.

It's not just a line for your email signature (although we totally support tasteful bragging).

And it's definitely not a "show up if it works out" situation.

Being a Chamber Ambassador means you are a visible builder of business in Robertson County.

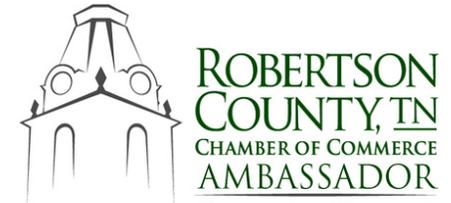
You are the handshake before the ribbon is cut.

The connector who says, "You need to meet."

The bridge between membership and belonging.

This program is limited to 25 Ambassadors each year.

If that sounds energizing instead of exhausting, keep reading.



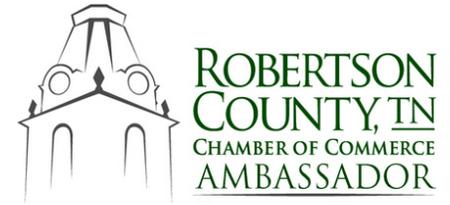
Ambassador Expectations

As a Chamber Ambassador, you are our hands and feet: You agree to:

- Attend at least 5 ribbon cuttings per quarter (Last year, we had approximately 60 ribbon cuttings)
- Attend as many Chamber events as possible (Good Morning Robertson County, Lunch & Leads, etc.)
- Participate in a one-time-per-year membership Thank You call check-in day (approximately 25 member phone calls to say hello)
- Participate in a one-time-per-year New Member Blitz
- Wear your Ambassador badge and/or jersey at Chamber functions
- Intentionally engage with members at events
- Promote Chamber initiatives within your network
- Maintain personal or business membership in good standing
- Interact with Chamber posts by liking, commenting and sharing when appropriate.
- Participate in Monthly Ambassador meetings
- Lead with positivity and professionalism
- Respect confidentiality when appropriate
- Support Chamber leadership publicly and bring ideas or concerns directly to staff (We prefer courageous conversations over creative side commentary.)

Ambassadors do not wait to be asked.

What You Gain From Serving:



Serving as a Chamber Ambassador places you in close proximity to Chamber leadership, new business owners, city officials, and engaged community partners. That level of involvement creates opportunity.

As an Ambassador, you gain:

Strategic Visibility You are consistently present at key events. When businesses think of connected, your name is in the room.

Early Insight You are often among the first to hear about new businesses, expansions, partnerships, and initiatives.

Relationship Capital You build direct relationships with entrepreneurs, established leaders, elected officials, and influencers across the county. Relationships drive referrals. Referrals drive growth.

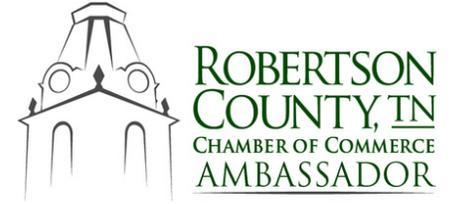
Leadership Development This role sharpens your ability to:

- Represent professionally
- Network intentionally
- Engage publicly
- Follow through consistently

Those skills compound over time.

Brand Positioning Serving positions you as engaged, credible, and invested.
We don't guarantee contracts. But when you consistently show up and contribute, people notice.

Is This Program Right For You?



This program may be a great fit if:

- You can occasionally step away during the workday for ribbon cuttings and Chamber events
- You enjoy being in the room – not just in the building
- You naturally introduce people who “need to know each other”
- You believe supporting local business is more than a social media post
- You follow through when you say you will
- You get a little spark from seeing someone else succeed

Ambassadors are visible, engaged, and generous with their energy.

This role requires initiative and time. It also creates meaningful relationships and real impact.

When This May Not Be Your Season

This program may not be the right fit if:

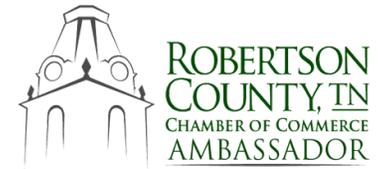
- Your current schedule does not allow consistent participation
- Stepping away during the workday would be difficult
- You prefer to attend events without actively engaging
- You are looking primarily for personal promotion rather than community involvement
- Following up with new members feels more like a chore than an opportunity

And that’s okay.

There are many valuable ways to support the Chamber. This team simply requires a particular level of visibility and commitment.

If now isn’t your season, we’ll still cheer you on.

Ambassador Application



Name: _____

Cell: _____

Email: _____

Employer/Business: _____

Address/City/Zip: _____

Why do you want to serve as a Chamber Ambassador?

What does supporting local business look like in action?

What is your availability for ribbon cuttings and daytime events?

What strengths, superpowers or connections do you bring to this team?

What doors are you hoping this role will help you open?

I understand there is a \$100 Ambassador fee to help cover meeting costs, etc. / Signature _____