



Ambassador PROGRAM

Information Brochure

Thank you for your interest in the Ambassador Program of the Fortuna Chamber! This brochure contains important information on the Ambassador Program, such as the purpose of the Ambassador Committee, Ambassador roles and responsibilities, and how to serve as an official Fortuna Chamber Ambassador.

What is an Ambassador?

A Chamber Ambassador is an official representative of the Fortuna Chamber of Commerce; a front-line volunteer. They help promote the Chamber, local businesses, and the community at large.

Who can serve as an Ambassador?

Any current Chamber member in good standing, or an employee of a Chamber member business in good standing, may serve as an Ambassador.

Why serve as an Ambassador?

Serving as an Ambassador allows you to become more involved in your business community. This results in increased networking opportunity, enhanced visibility of your business, and numerous opportunities to market and promote your products and services.

When does the Ambassador Committee meet?

The Ambassador Committee typically meets monthly, usually at a local restaurant during lunchtime.

RESPONSIBILITIES

The responsibilities of an Ambassador include participation in a variety of programs, projects, and activities, including:

- Promotion of the value of a Chamber membership to current and prospective members.
- Attendance at Chamber functions including ribbon cuttings, lunches, mixers, and annual events.
- Support at Chamber functions as an official greeter, crowd-host, or raffle prize helper.
- Assistance in the promotion of Chamber activities and events to the community.
- Serving as a source of information on Chamber programs, products, services, and events.

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EVENTS & MEETINGS

There are a variety of networking, fundraising, and general Chamber of Commerce events that our Ambassadors are asked to attend throughout the course of the year. These events help connect you to city leaders, business owners, elected officials, and community members. While attending every event is not possible, we encourage our ambassadors to attend as many different events as possible.

- **Chamber Meetings.** These meetings are held every month (excluding holidays) from 12:00 pm to 1:00 pm at the Monday Club (610 Main St). Chamber Ambassadors help with check-in and general set-up/break-down of the facility. Each meeting includes member announcements and a special guest speaker.

- **Ribbon Cuttings** at the place of business for members with a store-front location or at the Chamber office for home-based businesses.



- **Monthly Mixers** are held at the member's place of business every third Wednesday and typically begin at 5:30 pm. Ambassadors will be responsible for supporting Chamber staff by serving as a greeter, photographer, prize host, or crowd host at the event.

Other events throughout the year, including the State of the City Breakfast, Annual Awards Dinner & Auction, Chili Cookoff, and more!



RECOGNITION

Serving as an Ambassador provides you with a greater level of visibility and promotion than standard Chamber membership. As an Ambassador of the Chamber you will receive recognition throughout the year in a variety of different ways:

- Featured on the Ambassador page of the Chamber's website.
- Opportunity to be named Ambassador of the Year and presented with a plaque at the Annual Dinner.
- Official Fortuna Chamber Ambassador name badge.



How do I become an Ambassador?

If you are interested in serving as an Ambassador for the Fortuna Chamber of Commerce, please contact the Chamber office by phone or email.