



STREET LEVEL STUDIO

NARFE OPEN HOUSE & AMBASSADOR PROGRAM OUTLINE & GUIDEBOOK

3.18.25



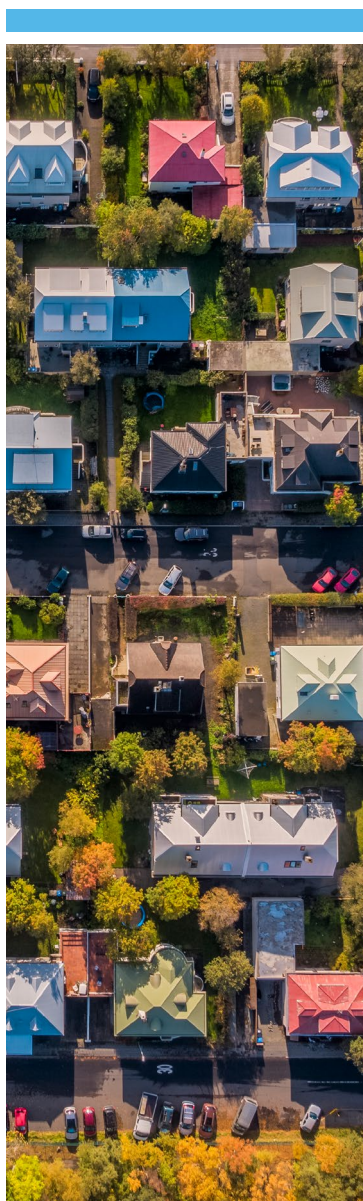
2025/2026

Open House & Ambassador Program Outline & Guidebook

Presented by:

Street Level Studio

March 2025



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OPEN HOUSE PROGRAM

Open House Program

Introduction

Market research clearly shows that active federal employees are interested in meeting other federal employees. Active employee NARFE members crave the opportunity to network and share the common experience of federal employment. Our research also shows that current NARFE members believe their colleagues and friends within the federal government would be eager to join NARFE if given the opportunity to learn about it. These NARFE members also noted it would be easier to walk

into an event with a colleague by their side. With all this insight, the idea of hosting an open house was sparked by focus group discussions with active employee NARFE members.

The idea of hosting an open house may be daunting, but this guide will help ensure your planning is smooth and the event is a success. Below, please find step-by-step instructions on hosting a winning open house and information on what to do to ensure that guests are converted into NARFE members.

General Information

A networking open house is a type of event where an organization opens its doors to potential members, allowing them to mingle, meet leadership and members, learn about their services, and network with other professionals in a casual, welcoming environment, essentially creating a platform to build new relationships and drive membership.

Key points about an open house:

Purpose:

To foster connections between potential and current NARFE members through informal interactions and introductions.

Format:

Usually includes a relaxed atmosphere with opportunities to mingle, learn about NARFE, and engage with members and leadership in an informal manner.

Who attends:

To foster connections between potential and current NARFE members through informal interactions and introductions.



Open House Program

Key points about an open house:

Benefits:

Networking and Relationship Building:

Open houses offer an excellent platform for networking and building valuable relationships. Engaging with attendees on a personal level provides community and connection for current NARFE members while providing a positive experience for potential members and increased word-of-mouth referrals.

Showcasing NARFE's Benefits:

An open house allows you to showcase NARFE's benefits in a welcoming and engaging way. It provides an opportunity for potential members to get a firsthand experience of NARFE. This can help build trust and credibility.

Increasing Brand Awareness:

Hosting an open house enables you to generate buzz and raise awareness about NARFE. Through effective marketing and promotion, you can introduce NARFE to potential members. By showcasing NARFE's benefits and highlighting what makes it unique, you can increase brand recognition.

Gathering Feedback and Insights:

Open houses provide an excellent opportunity to receive valuable feedback from attendees. Engage with them, ask for their opinions, and encourage them to share their thoughts and suggestions. This feedback can be instrumental in identifying areas for improvement, refining your offerings, and enhancing the overall customer experience.

Strengthening Community:

Hosting an open house demonstrates your commitment to building community among NARFE membership. It allows you to engage with members and continue to build a positive reputation. It also provides a safe space to meet and discuss topics relevant to federal employees and retirees. This can lead to increased support, goodwill, and positive word of mouth and recommendations from current membership.

Generating Membership Leads:

Open houses provide a platform to highlight the benefits of NARFE in a personal setting. By creating a sense of exclusivity or providing incentives for attendees, you can generate immediate membership sign-ups or gather leads for future follow-up. The face-to-face interaction allows you to build rapport and establish personal connections, which can significantly improve the likelihood of conversion.

Member Engagement and Pride:

An open house can boost member engagement. It gives NARFE members an opportunity to showcase their work, interact with potential members, and take pride in NARFE. This can contribute to a strong organizational culture. This can contribute to a strong organizational culture and retention rate.

Open House Program

How to plan for and get the most out of an open house

Step by step guide:

Create a Planning Team:

Given that the open house is focused on active federal employees and spouses, this may be an excellent time to engage a couple of active employee members and/or spouses to co-chair the event. This would offer the chance to increase engagement and also help ensure that the time, location, and programming are tailored to the target attendees.

Plan the Location, Date, and Time:

From our focus groups we learned that active employee members and spouses are interested in gathering with other active employee members in person at a time and place that works for them. We spoke to several members who work in DC and New York City who wanted to meet other federal employees.

- **Select a location that is near large federal offices or public transportation:** The venue should be well suited to networking, with tall tables and space to walk around. It may be helpful to have a sound system available at the venue for welcome remarks. The venue should also provide a registration table at the entrance for sign-in.
- **Schedule post-work:** It is important to make the event as convenient as possible for attendees. For example, schedule the open house to begin right after work, from 5:00 to 7:00 p.m. or 4:30 to 6:30 p.m., depending on typical schedules for active federal employees in the area.
- **Offer simple appetizers and drinks:** If budget is a concern, consider handing out drink tickets to contain costs.

Develop a Promotional Plan:

Most people need to be reminded of an event several times before they take action, and they appreciate knowing about events well in advance so they can plan properly. Start announcing your open house at least a month ahead of time, and make a schedule for how you'll promote the event. Spreading the word is critical for success. Below please find several ways to announce your plan:

- **Email current members in the area:** Ideally each active member is bringing at least one colleague. Encourage active employees to spread the word among their coworkers.
- **Encourage current members to bring a colleague:** Marketing messaging should focus on "bring a colleague or two." Note: All guests should be potential members of NARFE.
- **Post event on LinkedIn, Meta (Facebook, Instagram, and Threads), and X:** Encourage members to repost the event on their own social media pages as well. (SLS to provide sample creative.)
- **Leverage event planning committee for other promotional ideas:** Perhaps local members are able to leave a poster in the break room or share the information in other ways in local federal offices.
- **Use other local outreach vehicles:** Leverage local newsletters or other resources for spreading the word.

Open House Program

How to plan for and get the most out of an open house

Step by step guide:

Hosting the Event:

- **Assign hosts to greet attendees, hand out name tags, and gather contact information:** It is critical that we collect contact information from all those attending the event, specifically:
 - Name
 - Email
 - Address
 - Department
 - Proof of Federal Employment (optional)
Please be welcoming and use good judgment. Spouses and recently fired feds will not have ID.
 - Phone number (optional)
 - Title (optional)
 - Work location (optional)
- **Develop some planned remarks:** Assign a member to discuss their experience with NARFE. If possible, feature an active employee in addition to chapter and federation leadership so attendees see members they can relate to. See sample talking points below:

We Are:

WELCOMING We create and project an open, supportive environment where all members feel valued and understood.

INCLUSIVE We embrace diverse perspectives and ensure every member of the federal community feels represented.

KNOWLEDGEABLE We share expertise clearly and confidently — avoiding jargon and making complex information accessible and actionable.

PROTECTIVE We champion members' earned benefits and rights as a relentless advocate on Capitol Hill and beyond.

DEDICATED We demonstrate unwavering commitment to our members by providing expert guidance, timely resources, and personalized support tailored to their needs, ensuring they feel empowered and valued at every stage of their federal journey.

Telling a brief story of what brought the member to NARFE and how it has impacted their life could be a powerful message.

Open House Program

How to plan for and get the most out of an open house

Step by step guide:

Hosting the Event:

- **Include time for Q&A.**
- **Consider a drawing or raffle for fun:** To keep attendees engaged and encourage them to stay until the end, consider offering a raffle with NARFE swag and/or gift cards to be awarded after the remarks.
- If an in-person event is not possible, consider hosting a virtual event with a good speaker who would draw attention. Schedule at lunchtime or in the evening so active employees could attend.

Follow Up with Attendees:

The NARFE HQ team will send follow-up emails to attendees to thank current members and to encourage non-members to join. Please send your list of attendees to NARFE's marketing partner: Street Level Studio, Attention: Lexie Markarian at lexie@streetlevelstudio.com.

Make Notes on What Works and What Didn't:

Share with other chapters and Federations and save for future events.





AMBASSADOR PROGRAM

Ambassador Program

Introduction

Marketing research has shown that there are many NARFE members who are superfans. These superfans, regardless of how long they've been a NARFE member, are passionate about the organization, its mission, and its vision. This member passion provides NARFE with a prime opportunity to look within its membership for brand advocates. In so doing, NARFE is essentially creating a force, or even "sales" force, with boots on the ground across the country and in a variety of agencies. In so doing, NARFE begins to provide itself with reach and agency penetration it has not recently had. Knowing this opportunity exists, it is important to engage NARFE's members to be its greatest advocates and help engage nonmember federal employees. This provides NARFE quick and

easy access to those they have not been able to reach effectively in recent years. Further, a brand ambassador program helps to complement efforts by the federation and chapters alike.

Knowing this, it is important to establish brand ambassador program guidelines. The brand ambassador program guidelines clearly define how to recruit ambassadors, the expectations for ambassadors, ambassador resources, brand messaging to convey, and the required level of engagement, while also outlining the incentives and recognition they will receive for promoting the brand authentically to their audience.

Below, you will find the brand guidelines, links to resources, and general information.

General Information

What is an ambassador program?

A membership drive ambassador program is a strategy in which an organization recruits passionate members to act as representatives, actively promoting membership within their networks and communities.

The goal:

The goal is to significantly increase new member sign-ups during a focused membership drive campaign such as the one NARFE is undertaking in 2025–2026.

What is the purpose of the ambassador program?

Leverage current members to increase awareness and engagement within their agency, especially where NARFE does not have access.

Ambassador Program

Who does it well?

Red Bull

Recruits college students to become “Student Marketers” who promote the brand through events and guerilla marketing. Red Bull also partners with extreme sports influencers like Travis Pastrana.

Sephora

Creates a community of Beauty Insider Squad members who share beauty tips, reviews, and looks. Sephora also partners with some customers on paid partnerships.

Starbucks

Engages loyal customers through the Starbucks Rewards program, which turns them into brand advocates.

Maker’s Mark

Focuses on cultivating a sense of exclusivity and prestige through perks like personalized bourbon barrels and holiday gifts.

Bumble

Recruits college students to become “Honey Ambassadors” who promote the dating app.

Gymshark

Partners with influential sports stars who promote the brand on social media.

Coca-Cola

Hires campus reps who promote the brand on social media and participate in sampling events.

Xbox

Develops a gaming community through ambassadors who earn points for activities like answering questions and joining groups.

Successful brand ambassador programs select ambassadors who embody the brand and have a passion for the product.



Ambassador Program

Criteria for ambassador selection:

The criteria for the ambassador program define the ideal characteristics of a brand ambassador, including their audience demographic, values alignment with the brand, social media presence, and relevant expertise. With this said, we know NARFE's superfans are our ideal target for the program; however, not all superfans are appropriate for the program. For example, some superfans might not be engaged within their federal employee community, they might not have a social media presence (especially LinkedIn), they might not have availability or willingness, or they might not be able to engage our target member audience (as defined by our target [prospective member personas](#)).

Criteria for a NARFE ambassador are as follows:

- This person should be a NARFE superfan who is engaged in NARFE activities, understands the value of the association, and is fully aware of the membership benefits.
- A NARFE ambassador's values should align with those of NARFE. NARFE's brand values include authenticity, transparency, and dedication, and being service oriented. Further, this person's character should align with that of NARFE; that is, knowledgeable, welcoming, inclusive, dedicated, and protective.
- This person should be willing to speak about the benefits of joining NARFE, and able to do so intelligently and coherently. And this person should not be afraid to speak openly about NARFE within the federal employee networks.
- A NARFE brand ambassador should be willing to convey the NARFE brand message verbally or in writing in keeping with the [NARFE brand guidelines](#). If you have questions, please contact the NARFE Communications Department at narfebrand@narfe.org.
- This person should have available time to actively engage in being an ambassador, including performing such tasks as in-person or email outreach, attending meetings on behalf of NARFE, and posting on social media.
- Understanding and being willing to engage with NARFE's target member personas is very important. NARFE is seeking to broaden its membership pool. This includes active federal employees, spouses, federal employees nearing retirement, military personnel who have transitioned to civilian federal employment, and more.

It is important to consider the scope of your ambassador program. Although you may want as many people as possible, a larger-scale program demands more time and resources. It is worth considering keeping the programs small and selective initially to assess the results and determine what changes are needed. Once the program is successful, consider building it from there. A recommended initial start is 12 ambassadors per federation.

Ambassador Program

The recruitment process:

Popular approaches to recruitment include invitation only and application based. An invite-only recruitment is where the federations reach out to superfans. An application-only recruitment is where federations send a request for applications and require ambassadors to be reviewed and accepted. Both options allow the eligibility process to be selective.

- Application-only ambassador programs require you to establish an approval process for potential ambassadors. Typically, this means having applicants fill out a form or questionnaire. Then, you conduct an audit to see if they're a good fit.
- Invite-only ambassador programs involve conducting outreach and pitching people to join your program. For example, you might see a recent @tag from a member who'd make an awesome ambassador. You'd then offer them a spot on your ambassador team via email or DM.

There are plenty of ambassador programs that succeed using either approach. Both provide control over who's accepted into your program. That said, there's a bit of a trade-off when it comes to time and resources.

Application-only programs mean that potential ambassadors come to you. This can be a positive or negative, depending on your situation. If your inbox is flooded with applicants, sifting through them all is time-consuming. On the flip side, if nobody applies to your program you'll be forced to conduct outreach anyway.

Invite-only programs obviously require more time and legwork when it comes to tracking down potential ambassadors, not to mention the back-

and-forth involved with outreach. While people who apply to an ambassador program clearly show intent, not everyone you reach out to is guaranteed to be interested.

A balance could be taking a hybrid approach to recruitment. That is, you might set up a program that is application-only but make exceptions for superfans you would like to invite. Keep in mind that you can also pause ambassador applications if you're ever overwhelmed. For example, popular brands will only accept potential ambassadors during a short-term window. If they need more, they'll open applications again.

You may be surprised at the positive response to your federation's program's launch. In the long run, you may not need to recruit aggressively to keep your program up and running.



Ambassador Program

Sample invitational email:

The below is a sample email asking someone to be a brand ambassador.

Email template:

Hi [potential ambassador's name],

My name is [your name] and I'm with NARFE.

We recognize how much of a NARFE superfan you are and are so appreciative of your support. Thanks so much for sharing how much you value NARFE!

We would like to invite you to become a NARFE brand ambassador. We think your enthusiasm for our association aligns well with our focus, your peers are similar to our target new members, and your values are similar to ours: welcoming, inclusive, protective, knowledgeable, and dedicated.

If you choose to become a brand ambassador, you will be expected to represent NARFE in a manner that helps us engage potential target member audiences both online and offline.

As thanks for promoting us, we'd like to offer you [rewards or incentives] for [briefly explain what ambassadors must do to earn a reward].

If you're interested, I'd love to talk more about NARFE's ambassador program and how it will benefit both you and our brand.

Thanks,

[Your name]

[Leave any other contact information if you're ok with the ambassador contacting you in other ways]

Ambassador Program

Questions to ask prospective ambassadors:

Why do you love NARFE?

- What one thing do you like most about us?
- What's your favorite product or service that we offer, and why is it your favorite?

Why do you want to be a brand ambassador for NARFE?

- What excites you most about being a brand ambassador for us?
- What have you done in the past that shows your enthusiasm for NARFE?

How would you promote our brand as an ambassador?

- What would you do to help us build brand awareness?
- What is your preferred method of communicating with people?

How would you describe our audience?

- How would you engage with them?
- What would be your favorite way to interact with our audience?

What previous experience do you have as an ambassador, if any?

- What did you accomplish during the experience?

What valuable skills would you bring to us as an ambassador?

- What do you think it takes to be a successful brand ambassador?
- What experience do you have as a social media creator? (if applicable)
- What experience do you have in event management? (if applicable)

Depending on the type of ambassador you're recruiting, additional questions may be appropriate during the brand ambassador recruitment process.



Ambassador Program

Guidelines for promoting NARFE's brand:

Content Creation Guidelines:

It is important to specify the types of content your ambassadors should create (e.g., photos, videos, blog posts, social media stories), including preferred platforms, relevant hashtags, and brand messaging to incorporate.

As initial steps it is recommended to start conservatively, with bimonthly LinkedIn and/or Reddit posts. This can include sharing and commenting on NARFE posts on those platforms. The tone and voice used should be positive, encouraging, and authentic. This would be true to NARFE's brand values. Once the ambassador program is established, the content creation can expand. As there are 26 chapters and 17 Federation microsites, perhaps your ambassadors can contribute blog content to your site.

As it relates to NARFE branded collateral such as PowerPoint templates, membership brochures, and email signatures, it is imperative ambassadors utilize items available in the **FEDHub ambassador community**. Per NARFE's brand style guide, no changes or edits should be made to the NARFE brand. Collateral can also be requested by completing and submitting an F-18 Form to NARFE HQ.

Brand Messaging:

Providing clear brand guidelines on tone of voice and key messaging points to use when promoting the NARFE brand is essential. Ambassadors' messaging should have alignment to NARFE's tone of voice as outlined below:

How We Talk: Tone of Voice

Our tone of voice is welcoming, inclusive, knowledgeable, protective, and dedicated.*

Tone of voice is more than just the words we use. It reflects NARFE's brand identity and core values. So, inherent in the tone of all NARFE messaging and communications is our commitment to authenticity, transparency, and service to our members.

We Are:

WELCOMING We create and project an open, supportive environment where all members feel valued and understood.

INCLUSIVE We embrace diverse perspectives and ensure every member of the federal community feels represented.

KNOWLEDGEABLE We share expertise clearly and confidently — avoiding jargon and making complex information accessible and actionable.

PROTECTIVE We champion members' earned benefits and rights as a relentless advocate on Capitol Hill and beyond.

DEDICATED We demonstrate unwavering commitment to our members by providing expert guidance, timely resources, and personalized support tailored to their needs, ensuring they feel empowered and valued at every stage of their federal journey.

Ambassadors should remember to be authentic. They are engaging other federal employees on a peer-to-peer basis. Sharing genuine experiences with NARFE is key. Also, ambassadors should avoid overly promotional content. Overpromotion can seem disingenuous.

Ambassador Program

Guidelines for promoting NARFE's brand:

Engagement Expectations:

Detail how ambassadors should interact with comments, questions, and potential customers on their posts.

Key Performance Indicators (KPIs) of the program:

It is important to set up a system to track results and measure the success of your ambassador program. KPIs should be established by federation rather than by ambassador for ease of tracking and communication. Typical KPIs include the following:

- Number of new prospective members introduced to NARFE
- Number/quality of offline engagement: network events attended
- Number/quality of online engagement: LinkedIn, Reddit, or email
- Quantity and consistency of content published online
- Number of new members converted, including net new as well as lapsed members

Once the program is established, additional KPIs can be evaluated, like post impressions, reach, and engagement. When setting KPIs, it is important to establish a timeline for evaluation. At minimum, the program should be one year in length.

Setting up a system to track results and measure success:

With KPIs in place, it is important to track each ambassador's progress within the program. Without this data, it is difficult to understand the program's and the ambassador's success. Both the ambassador and the federation are both responsible for tracking the ambassador's success. Information should be tracked in an Excel spreadsheet or similar. This information will be useful in awarding the ambassador their reward.

Incentives and Rewards:

Not to be overlooked are the incentives and rewards awarded to the ambassadors based on their performance. A clearly outlined compensation structure, including potential discounts, free products, commission on new members generated, or other rewards for reaching performance goals should be established. In the program's inception, it is suggested to keep the incentives and rewards simple. They can be scaled based on the success of the ambassador, meaning if the ambassador hits certain benchmarks they will receive X, and if they hit additional benchmarks they will receive Y. Whatever you decide is appropriate for incentives and rewards, be mindful to make the amount commensurate with the effort. Too little compensation can easily disengage your ambassadors. You may want to consider aligning compensation with NARFE's existing new member acquisition recruiter program.

THANK YOU



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