



The Ambassador Network

What is a United Way GenNext Ambassador?

A GenNext Ambassador is someone who is a champion for GenNext and United Way among their peers within their workplace. With a focus on younger people (those in their 20s and 30s), the GenNext Ambassador works to engage their peers with United Way throughout the year, and particularly with their United Way fundraising campaign in the fall.

The Ambassador helps to build a network of individuals interested in getting involved with the community throughout the year, as well as putting together activities and events for the GenNexters in their workplace related to the United Way fundraising campaign in the fall.

What is the GenNext Ambassador Network?

The Ambassador Network is a group of GenNext Ambassadors from companies across the city. The Network allows Ambassadors to meet other like-minded young people who are interested in getting involved in the community from other companies; Ambassadors have the chance to network with each other, and to share insights, challenges, and ideas with each other.

What does an Ambassador do?

- Start with building a network: find people who are interested in hearing about United Way and GenNext and put together an e-mail list
- Put together a GenNext committee: if your workplace is large, you may want people to help you – find friends and colleagues who are interested in engaging their peers and put together a team
- Build awareness: start passing on information to your network about United Way activities, events, and volunteer opportunities
- Build engagement: get people to start coming out to events and activities in the community, such as Days of Caring and United Way campaign events during the fundraising period in the fall
- Put together activities for your company's GenNext network: plan events based around social activities, awareness-building activities, volunteer opportunities, or educational events. During the campaign period, plan a fundraising event hosted by your GenNext group



What are the benefits of being an Ambassador?

- The opportunity to give back to a truly worthwhile cause
- Increased exposure to senior leaders and management within the workplace
- Demonstration of leadership, organization and communication skills
- The opportunity to work with individuals outside one's immediate team or group as the Ambassador works with both the Campaign Committee and other GenNexters
- The opportunity to network and interact with the larger GenNext Ambassador Network
- The chance to engage in exclusive volunteer activities and roles, and to attend exclusive events

What are the benefits to the company of having an Ambassador?

- Engage the younger demographic in the workplace campaign and with the company's organizational culture
- Allow GenNexters to demonstrate leadership and organizational skills, providing professional and personal development to employees
- Identify future organizational leaders and star employees, as well as future United Way campaign volunteers
- GenNexters are engaged throughout the year, not just during the campaign period, and not just around giving money
- Help the younger demographic get involved in their community, building their connection to the company and their neighbourhoods
- Broaden the reach of the United Way fundraising campaign, increasing the participation and giving rates
- Use GenNexters to communicate with their peers in the ways that they want to communicate with each other

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