



# Ambassador Toolkit



**United Way**  
London & Middlesex



## GenNext Contact Info

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# What is GenNext?

GenNext is working with United Way and its community partners to engage people in their 20s and 30s in the community through **giving, volunteering and action**. We want to generate awareness and knowledge about social issues in London and Middlesex and link young adults in our community to the issues important to them.

# What is a GenNext Ambassador?

A GenNext Ambassador is the voice of GenNext within a workplace. As a member of your workplace's United Way campaign committee, you will be responsible for ensuring that your organization delivers a message that is relevant to employees in their 20s and 30s. You will also encourage this demographic to get more involved in the United Way workplace campaign.

# What's in it for YOU?

- A chance to do something in London & Middlesex to address United Way impact areas: poverty, mental health and beginnings & transitions
- Demonstrate leadership, communication and organization skills
- Get training and experience planning and leading events
- Interact with people in your workplace outside your department/area
- Network with other, like-minded GenNexters within your organization and within the United Way GenNext Ambassadors network
- Learn more about United Way and how you can get involved outside the workplace campaign
- Gain recognition and exposure with your organization
- Attend special networking opportunities throughout the year

## You will also receive:

- Specialized GenNext Ambassador training at the beginning of the United Way campaign
- Information and ideas about best practices and great ideas happening in other workplaces
- Access to United Way workplace campaign resources including community impact tours, agency speakers, promotional materials and more
- Ongoing support from United Way staff

# During the United Way campaign, you will have **three things to do**:



## **Communicate the message**

Work with your campaign committee to ensure the United Way message reaches your peers in their 20s and 30s.



## **Promote an event**

Plan and promote a new or tried and tested event that will appeal to GenNexters at your workplace and get them involved.



## **Create buzz**

Get your co-workers talking about giving to United Way and encourage interest and excitement about the United Way campaign.

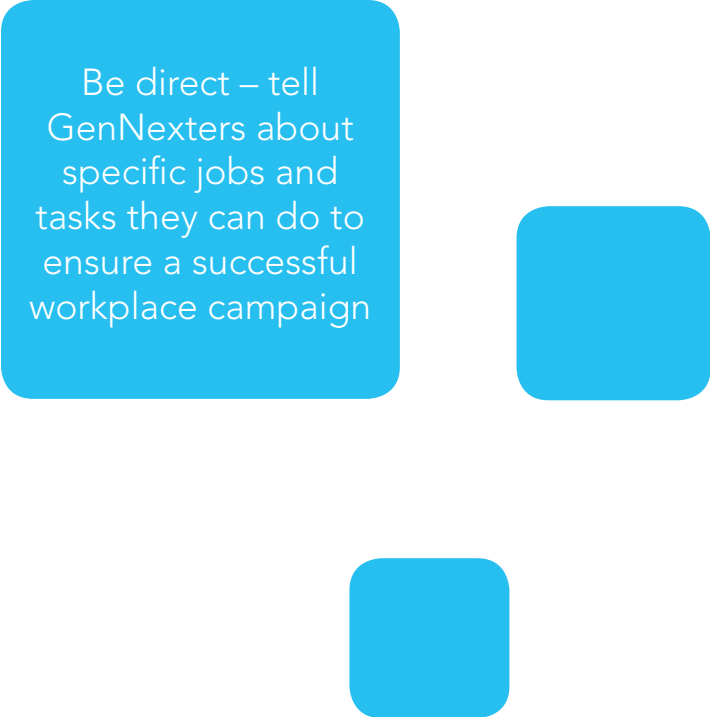
# Communication



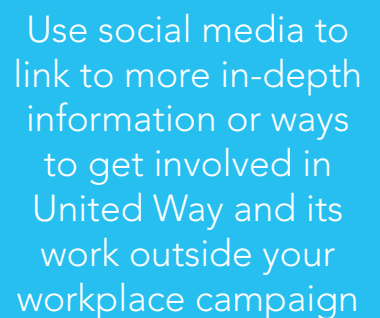
Communication. It's the exchange of information or news, a social contact, a message. Getting the word out – keeping everyone in the loop.

- Make information easy and efficient – send bite-size messages so readers can snack on information when it is convenient for them
- GenNexters want specific information about how their donation to United Way will make a difference in our community – include this in campaign materials
- Ensure your communication efforts include a mechanism for feedback – reach out to your co-workers in their 20s and 30s by asking for opinions and ideas

Be direct – tell GenNexters about specific jobs and tasks they can do to ensure a successful workplace campaign



Use social media to link to more in-depth information or ways to get involved in United Way and its work outside your workplace campaign



- GenNexters like authenticity, factual information and expertise but also rely on the opinions and experiences of peers for recommendations and advice. Leverage this by sharing stories from someone in your workplace who has been positively affected by the work of United Way
- GenNexters are the *want it now* generation but being involved with organizations that have staying power and a great reputation is also important. Help GenNexters in your workplace develop affinity to United Way by passing on how its efforts are making a difference in our community
- Use face-to-face contact to get your message across when necessary.

Don't under-estimate the power of saying **thank you**. Show appreciation for support, involvement, giving and interest

Work within your workplace's rules, policies and etiquette regarding United Way campaign events and internal communications



# Using Social Media



Social Media. It's web-based and mobile technology that turns communication into a social and interactive dialogue. A still developing, highly accessible form of having a conversation and collaborating.



- Social media is about interaction – reply, retweet and join discussions about United Way and its impact
- GenNexters want to live in social media, not just use it – offer opportunities for discussion, building content and directing the creative process when you are creating your social media messages



- Integrate your social media applications so that information is shared in more than one place at the same time
- Add your workplace campaign events to your facebook page
- Make your tweets retweetable with your username and a short, snappy message



Ask your tweeps a question like; "What are you doing to positively impact our community?" and participate in the conversation that results

- Submit photos of your workplace events to the GenNext and/or United Way flickr groups at [uwlondon.on.ca](http://uwlondon.on.ca)
- Use 'share this' widgets on newsletters, blog posts, websites, email footers and Constant Contact messages
- Use social media channels to thank your co-workers for support, involvement, giving and interest.
- Leverage the reputation of traditional media sources like the London Free Press by including links to coverage of the United Way campaign on your social media channels

Encourage your followers to leverage their own social networks for alternative giving (ex. donate your birthday to United Way)

Contact United Way for sample tweets, Facebook status updates, QR Codes and other sample social media tools

# Events

Event. Something that takes place, a significant occurrence, a social gathering or activity. Usually planned, often of importance and with specific end result in mind.

- Your GenNext event does not have to be brand new! You can tweak a current workplace event to appeal more to GenNexters or take a leadership role in getting more GenNexters at a United Way event like StairClimb.
- Host a fundraising challenge: Try department vs. department or shift vs. shift. Provide feedback on each team's progress during the contest.
- Offer incentives or prizes for participation in events. Use creative and inexpensive ideas like a week of reserved parking near the entrance to your workplace, afternoon snack delivery or Friday early-out privileges.

**Have a great idea? Plan a new event that will get GenNexters at your workplace talking and will raise money for United Way!**

Here are some ideas to get you started:

- Toonie toss - toss a toonie at a target, closest person wins, toonies go to United Way
- Bingo - Sell cards with co-workers' faces in the squares, announce the person to cross out daily, winner gets dinner with the CEO
- Create/borrow a plinko board, use toonies to win prizes
- Guessing games - sell tickets to guess the number of items in a container/jar, closest guess wins
- Sell fresh-off-the-grill cheese sandwiches at lunch time
- Sticky coins - use double sided tape to create a design on a wall and ask coworkers to stick their change to it

Host an everyday hero drive - giving \$1 a day to United Way = \$365 toward a community where everyone matters

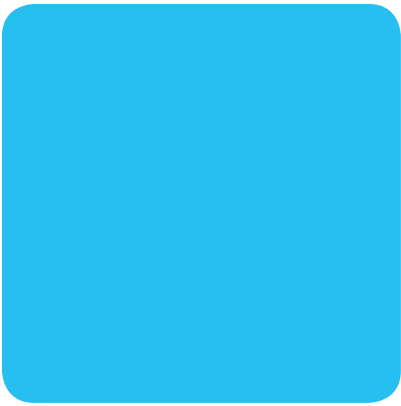
# Buzz

Buzz. It's what happens when you hear about a new store, organization or concept – maybe first on a sign, then on twitter, then from a friend. Next thing you know, it's part of everyday life.

- Put large United Way messages on electronic sign boards, marquees, banners and other high visibility spots. Use chalk to put messages on sidewalks or parking lots or washable paint on walls and windows.
- Ask your IT staff to create a screen saver with a United Way message. Customize the screen saver to your workplace and make it available as an individual download or on your LAN.
- Include a message about your United Way workplace campaign in your out of office auto-reply, email signature or voice mail message. Encourage your co-workers to do the same.
- Through informal conversations, observations or email surveys, collect feedback from your peers – about United Way, your workplace campaign, the Community Impact Agenda, giving or community engagement.

Host a contest asking entrants to submit answers to a question, write a short poem or tell their own United Way or community impact story.





**United Way**  
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