

GenNext Ambassador



United Way
of London & Middlesex



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

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

1. Get the message across

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

2. Plan an event

Plan and promote an event that will appeal to GenNexters at your workplace and get them involved.

3. Collect feedback from your peers

Get your co-workers talking about United Way and philanthropy and encourage a general sense of interest and excitement about the United Way campaign.

There's help!

You will receive some training and information about what you need to do and some ideas about events and communication strategies. You will be connected to a network of GenNext Ambassadors doing the same job in other workplaces and will be supported by United Way staff.

What's in it for you?

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

Benefits to the Company:

- Engage employees in their 20s and 30s to participate in the workplace campaign
- Build dedication and commitment amongst the GenNext demographic to your workplace campaign
- Utilize the knowledge of GenNext individuals on how to best reach GenNexters with the giving message
- Use motivated, dedicated individuals to increase the giving rate of the GenNext demographic within the workplace
- Give employees in their 20s and 30s an opportunity to use their leadership, organization and communication skills to contribute to our community and your company

Give. Volunteer. Act. www.uwlonondon.on.ca

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