



## **UNITED WAY: FAMILIES AMBASSADOR PROGRAM OVERVIEW**

United Way: Families Ambassadors are established or rising leaders in the community who are asked to serve as an ambassador of the program for one month. Each ambassador brings their own reputation, community standing, unique and accessible network or friends, colleagues, and peers, and an innate ability to communicate with these networks

### **A United Way: Families Ambassador is someone who:**

- Cares about their community
- Is hardworking and motivated to create change
- Actively works to make a positive impact
- Wants to see everyone in our community enjoy the highest possible quality of life

**If this sounds like you or someone you know then let's talk!**

### **As a United Way: Families Ambassador you agree to the following commitment:**

- Be highlighted for one month as a United Way: Families Ambassador
  - Ambassador Video (*portrait of ambassador's relationship with United Way: Families*)
  - Photo Shoot (*to be used for marketing content*)
  - Guest Blog Post (*450-500 words or one page*)
  - Social Media Takeover (*date/time to be determined by ambassador*)
- Attend and be featured at United Way events during your designated month (*calendar permitting*)
- Host one fundraising/networking event (*with assistance from United Way staff*)

### **As a United Way: Families Ambassador you receive the following benefits:**

- Opportunity to make a meaningful impact in our community
- Recognition as a United Way: Families Ambassador; alignment with a trusted and well-respected community organization
- Access to prominent community leaders within United Way's network
- Opportunity to elevate position within our community
- Ambassador video portrait and photos that can be used for personal branding and portfolios



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## FREQUENTLY ASKED QUESTIONS

### **What is United Way: Families?**

United Way: Families supports families in our community that have jobs but still struggle to make ends meet. We surround them with supports that not only help them in their time of need but also set them up for future success. Just as an investment club researches and analyzes earnings growth, profits, sales, and dividend payments to determine stock purchases, United Way: Families examines local need, service gaps, and operational practices to allocate donated funds for maximum impact. By pooling our resources, we are able to make bigger, smarter investments that have a critical impact on our neighbors and community.

### **Do I have to have my own family to become an ambassador?**

Family means something different to everybody. We welcome people with all types of families and backgrounds to become ambassadors.

### **What is the time commitment as a United Way: Families Ambassador?**

We respect the time of all of our ambassadors and will work around your schedule as much as possible to make this a great experience for everyone. Below is an estimate of how much time we believe being an ambassador will require.

#### **Before scheduled month: (EST. TOTAL TIME: 4-5 hours)**

- Brief video portrait of the captain in the setting of United Way Families
  - On-camera interview (Shooting time required: 1 hour)
  - B-roll footage from multiple locations (Shooting time required: 2-3 hours)
- Photography (Shooting time required: 1 hour - *this will occur at the same time as the video shoot*)

#### **During scheduled month: (EST. TOTAL TIME: 3-6 hours)**

- United Way sponsored events (1-2 hours depending on event schedule)
- Ambassador hosted event (1-3 hours depending on event structure)
- Miscellaneous (1-2 hours)

### **Do I need to donate or already give to United Way to be eligible?**

No! We want United Way: Families to be inclusive and available to anyone who wants to get involved regardless if they give or not. We understand not everyone has the means to give and will work together to find a meaningful way to give back to the initiative for each ambassador.

### **Is the ambassador expected to fundraise on behalf of United Way?**

By becoming a United Way: Families ambassador we ask that you host one fundraising or networking event in a space that feels comfortable to you. If you love to bowl - throw a bowl-a-thon benefiting United Way! If you have a regular happy hour crew - host a happy hour!



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Love to read? Ask your book club to give. How and when you fundraise is up to you and United Way will be there to help every step of the way.

**Can I showcase an agency I already work with?**

We love our community partners and showcase them whenever we can. As a United Way: Families Ambassador you can showcase the work of any United Way funded agency through the lens of our Families program. We will work together to determine the best way to share your experiences with a particular agency.

**Can I request a specific month?**

We will do our best to accommodate any requests but can not guarantee the availability of a specific month.

**Can I nominate someone to be a United Way: Families Ambassador?**

Of course! We are always looking for new people to join us and help spread the word about United Way: Families. Get in touch and let us know who you think would be a great ambassador.

**I'm in! What do I do next?**

Great! Email Katie Buseck, [katie.buseck@uwbec.org](mailto:katie.buseck@uwbec.org), to get started.