Ambassador’s Job Description

Title: United Way Campaign Ambassador

Reports to: United Way Employee Campaign Manager (ECM)

Objective: Assist your organization’s ECM in encouraging others in your organization to be a part of creating a more educated, prosperous and healthy Miami-Dade.

Your responsibilities include:

- Motivate participation and generate awareness within your department or the group of employees to which you are assigned
- Address and answer your co-workers’ questions about United Way
- Invite employees to make a contribution and support the campaign
- Collect pledge cards and return to ECM
- If campaign is via ePledge, get access to the reporting tools to monitor participation

Spread the word:

- A message of this importance is best made face-to-face
- Start with your friends or those you know will be most inclined to give — that way you can gain confidence before asking those who might be more reluctant
- If a question is raised that you cannot answer, ask your ECM for help and follow up quickly
- Craft emails with United Way statistics and information to share with your assigned employees
- If your campaign is via ePledge, take some time to walk around and confirm everyone received their personal email
- Inform them about United Way’s giving communities

Ask for the gift:

- The number one reason people don’t give is because no one ever asks them
- Talk to potential contributors about giving options
- Always say thank you, whether someone gives or not

Celebrate:

- Ensure contributors feel positive about their giving
- Send them a thank you card
- Coordinate a department event (i.e. coffee, treats, breakfast, lunch, happy hour)
- Ensure contributors are signed up to receive United Way emails

Focus on them:

- Talk to potential contributors about their interests, their priorities, and the causes and issues that are important to them
- Let them know how a direct investment in United Way’s Community Plan is the most effective way to help build a stronger Miami

Please remember when asking for gifts that giving is a personal matter. Whether an individual wishes to give and how much they choose to contribute is entirely up to them. No form of coercion is acceptable.