

# GEN-NEXT: THE NEXT GENERATION OF COMMUNITY BUILDERS

## What is GenNext®

GenNext® is a program that engages young professionals in their 20s and 30s with United Way and the community through giving and volunteering. We invite GenNexters to join us in connecting with the work of United Way's community agencies and community partners, and to learn about the social issues facing our city, through a variety of volunteer activities and fundraising events.

Our GenNext® Cabinet, comprising volunteers from companies and organizations across various sectors, spearheads the development of the GenNext® program and works closely with our workplaces to help them adopt a program tailored to their company's unique needs and corporate culture.

## How does GenNext® fit into the workplace campaign?

A GenNext® Ambassador can help increase participation in your workplace campaign by building a network of young professionals within your organization. They can use this network to communicate with their peers about your campaign activities and other related United Way Greater Toronto's initiatives in order to increase community engagement.

## What is a GenNext® Ambassador?

Someone who serves as a champion for United Way among their peer group within your workplace. They also act as the voice of that GenNext® network as a member of the workplace campaign committee to provide guidance on how to better engage this demographic. The GenNext® Ambassador has a direct connection with United Way's GenNext® Cabinet to provide additional supports in engaging the Ambassadors' internal networks and provides external networking and volunteer opportunities.

## Create a GenNext® Committee within your workplace campaign committee

In organizations where the GenNext® demographic (or the organization itself), is quite large, the Ambassador role is expanded into a larger GenNext® committee. This GenNext® committee functions the same way an individual Ambassador would (building an internal network, planning activities and events, providing volunteer opportunities, etc.), with the added benefit of having more people to share in the work and to reach into more areas of the organization to engage GenNexters.

A proposed structure for this committee is to have two co-chairs who lead the group and sit on the main workplace campaign committee, with a small team below them that is representative of all areas of the business to assist with communications, planning volunteer activities, and planning fundraising or social events.

## GenNext® Leadership Donors

Many organizations have Leadership-level donors who fall within the GenNext® demographic. We encourage you to include GenNexters as part of your Ambassador canvassing team, in order to leverage the benefits of peer-to-peer asks.

**For more information, please visit [unitedwaygt.org](http://unitedwaygt.org)**