



United Way
Greater Toronto

YOUR AMBASSADOR TEAM

Ambassador Training

Consider the following when planning your session:

- The training session can be delivered by you, your United Way staff partner, the Ambassador Coordinator, your own in-house Training Coordinator or a combination of the above.
- Create a comfortable, upbeat atmosphere. Consider holding a draw for all Ambassadors who attend or give each Ambassador a small gift, such as a pin or pen as a token of appreciation. You can distribute personalized United Way thank you certificates to each Ambassador.
- Make your session as interactive as possible to keep your audience engaged and involved. Encourage audience participation by allowing time for questions, concerns and responses.
- Ask seasoned Ambassadors to become part of the agenda. (Hint: talk to them beforehand to ensure they deliver a positive and consistent message.)
- Invite a member of your senior management team to endorse the campaign and to thank the Ambassadors in advance for their efforts.
- Provide your calendar of events and committee member contact information to your Ambassadors.

United Way Speakers and Agency Tours

- United Way Speakers put a face on United Way for your employees and can be a valuable addition to your Ambassador training session, kick-off event or group canvass presentation.
- United Way has an extensive Speakers Bureau comprised of staff and volunteers from United Way funded agencies. Speakers are available for groups of 25 or more. United Way speaker videos are also available United Way's website at unitedwaygt.org/speakers-bureau
- Similarly, tours of United Way funded agencies can be arranged and will have a tremendous impact on participants. This is especially helpful for committee members and Ambassadors.
- To arrange for a United Way Speaker or an Agency Tour, ask your United Way staff partner for a request form. Requests must be received ten business days prior to the preferred date.

Day of Caring® Events

One of the best ways to learn about the agencies that United Way funds and the services those agencies provide is to participate in United Way Day of Caring®. This event is an opportunity for you and your co-workers to complete a volunteer project at a United Way agency. You can represent your organization by volunteering with projects such as serving meals to seniors, reading to pre-school age children, gardening and building projects. Speak to your United Way staff partner for more information.



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