

United Way Greater Toronto

# AMBASSADOR GUIDE



**United Way**  
Greater Toronto

WORKING WITH  
COMMUNITIES IN  
PEEL, TORONTO &  
YORK REGION



**Ambassadors are key to the success of every campaign. You are the frontline volunteers who approach your peers in the workplace to raise awareness about United Way's vital role in the community.**

## TIPS

### **Make your gift first.**

You will find it easier to ask others for their contribution if you have already made your donation.

**Be yourself.** Your enthusiasm and commitment will motivate others to give.

**Be fearless!** You are not asking for yourself—you are asking for the community

**Don't take things personally.** If someone says "no," try to determine why and address their objection.

**When canvassing virtually, keep your cameras on so you can speak face-to-face.** If video conferencing isn't available, consider connecting over the phone.

- Explain how a donation to United Way sustains a vital social safety net that provides hundreds of thousands of people—your friends, neighbours and family—with much-needed support, year-round.
- Show their contribution will make a difference, by helping to reach your organization's fundraising and participation goals in support of United Way.
- Invite your peers to join you in supporting United Way's efforts in our community.

**Whether working remotely or in-person, Ambassadors provide their colleagues with an opportunity to make an informed choice about charitable giving by doing these five simple things**



# 1 LEARN

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**You are not expected to be an expert, but do take some time to see what's new at United Way and Learn more about our work by:**

- Visiting [unitedwaygt.org](https://unitedwaygt.org) to find out how donations make a difference
- Hear about the impact of donations to United Way by watching a [video\(s\)](#)
- Reviewing our [research](#) and recent [news releases](#)

Learn about your workplace campaign from your Employee Campaign Chair and/or Ambassador Co-ordinator (history, fundraising and participation goals, key messages, incentives, timetable and events).

Review the list of people/groups you are responsible for approaching/asking to determine how best to reach out.

Consider your own personal reasons for giving and becoming an Ambassador for your organization's United Way campaign Have you or someone you know used United Way services? Is there an issue you feel strongly about or a certain program or agency that you have researched.)



## 2 INFORM

Start by sending an introductory email to arrange brief meetings with the list of people you are responsible for (while one-on-one meetings are most personal and effective, group meetings with one-on-one follow-up are also impactful.) In your introductory email provide info to set the stage for your visit:

**Sample Email (to X): SUBJECT—Meeting re (Organization’s name) 2024 United Way Campaign**

Hi (name)!

I am writing to arrange a short meeting to talk with you about United Way and ask for a donation to help to sustain United Way’s vital social safety net of 300 community agencies providing services to those most in need, when and where they need it most – and – to tell you more about some of the exciting things we have planned for [organization’s name]’s United Way campaign taking place from (dates).

### Did you know:

- Last year, we raised [\$X] from personal contributions, and X% of staff participated in the campaign
- Our goal this year is to raise [\$X] with [100%] participation. I am confident we can achieve this goal with your help.

Before we meet, I encourage you to learn more about how United Way is making a difference in our community by visiting [unitedwaygt.org](https://unitedwaygt.org) (and specific links). United Way’s website offers personal stories, information on vital services offered by United Way’s network of agencies and long-term strategies to build a stronger and healthier community for everyone.

Would appreciate it if you could let me know by X when you would be available for about 15 minutes next week to meet (or provide some dates).

I look forward to seeing you soon and answering any questions you may have.

Your United Way Ambassador

[name]





# 3 ASK

During your meeting or conversation, start by recapping the info in your introductory email, and then use one of the conversation starters below:

If you've donated to United Way before, thank you! Let me take a few minutes to tell you about what your donation has made possible recently. (examples)

- A donation made directly to United Way supports 300 diverse community agencies making a difference every single day, during times of stability and times of crisis.
- United Way brings together local government, business leaders and agencies at community tables so they can co-ordinate efforts and work efficiently and effectively to fill gaps in services across our region. (see examples on [unitedwaygt.org](http://unitedwaygt.org)); and
- Your donation supports innovative initiatives like SMI, ILEO, FOCUS, and For example, the 200 Doors Campaign in York Region, which matches people presently in emergency housing with landlords holding vacant units. This program was kickstarted in direct response to the pandemic and has already surpassed its initial goal of housing 200 households.
- Last year, United Way reached over 1.8 million people, helping to keep people fed, housed and connected.

Our community needs us. I am hoping that you will join me in donating to United Way this year.

Do you have any questions, or need any additional info?



## NOTES

If you are unable to answer a question, make a note of it and tell your colleague that you will get back to them. Contact your Ambassador Coordinator or Campaign Lead to obtain a response.

## 4 THANK

It is important to thank everyone—including those who choose not to donate. Thank people for their time as well as their participation.

Remember that the impression you leave is the one people will remember when they think of United Way and your workplace campaign.

### Sample Thank You

Dear [name]

On behalf of [organization's name]'s United Way campaign team, thank you for your time today.

A donation made directly to United Way Greater Toronto represents an important contribution to our organization's corporate social responsibility efforts. But more importantly, it will help United Way ensure urgent, basic needs—food, housing, mental health support—are met and we are building stronger, brighter neighbourhoods for everyone that lives here.

When we come together, we can make a difference.

United we can end poverty.

Thank you.



## 5 FOLLOW UP

If someone was unavailable when you initially reached out, be sure to book a meeting to follow-up. Once you have asked and followed up with the people on your assigned list, report results and any feedback to your Ambassador Coordinator or Campaign Lead.

# PROTECTING DONORS RIGHTS AND PRIVACY

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## What you need to know as a workplace volunteer

Every year, thousands of people from across Peel, Toronto & York Region join United Way's campaign to fight local poverty and build a better future. We deeply value the trust placed in us by our donors and the communities we serve. We work hard to ensure that trust is well-founded.

We adhere to strict policies that guide how we fundraise and how we protect the privacy of individuals and organizations and we thank you in advance for your support and cooperation in adhering to United Way Greater Toronto's **fundraising** and **privacy** practices.

Any private or confidential information about employees and donors must only be used for its intended business purpose and should not be shared with anyone internally or externally that isn't explicitly authorized to view or receive this information. If you're in doubt, please ask! It's always best to protect the personal information of others in the same way that you want your own information protected.

How you handle employee campaign information will be determined by your organization's current practices and policies. Your organization may already have clear rules about confidential information related to the campaign. If you have a question or concern about privacy, please contact your Human Resources Department.

## Volunteer practices for donor solicitations

Protecting donor rights and privacy has always been a key priority for United Way. All individuals making solicitations on our behalf must adhere to the following practices in accordance with our Fundraising policy:

- Disclose that they are volunteers with United Way when making solicitations on United Way's behalf.
- Make every effort to respect donors/prospective donors when making solicitations and honour their requests for information and/or limit or discontinue solicitations when unwanted.
- Ensure that fundraising solicitations made on United Way's behalf are truthful and accurately describe United Way's activities and intended use of funds.
- Act with fairness, integrity and in accordance with all applicable laws.
- Immediately disclose to United Way any apparent or actual conflict of interest.
- Do not accept donations that are inconsistent with United Way's mission.
- Disclose how United Way benefits from the sale of products or services in any third-party fundraising arrangements. For example, if your workplace campaign is hosting an employee book sale to raise funds for the campaign, you must clearly articulate the amount of proceeds that go to United Way (i.e., for every \$20 book sold, \$5 will go to United Way).

You can learn more about our commitment to donors, our [Code of Conduct and Ethics](#) and other policies and practices that guide our work on our website at [unitedwaygt.org](https://unitedwaygt.org)