

EMPLOYEE CAMPAIGN AMBASSADOR ESSENTIALS

Employee Campaign Ambassadors (ECA) provide a key link between United Way and your colleagues. Through your communication, organization, and leadership skills, you can encourage your peers to come together to strengthen our community.

6 WEEKS BEFORE KICKOFF

- Work closely with your senior leadership/CEO and United Way representative to develop an effective plan for a successful campaign
- Schedule an Employee Campaign Ambassador Training to learn the best practices of a United Way workplace campaign as well as United Way's priority areas and efforts to address them

4 WEEKS BEFORE KICKOFF

- Coordinate with your United Way representative the drop-off, distribution, and collection of campaign marketing materials
- Coordinate with your United Way representative kickoff and appreciation events to build enthusiasm in the workplace
- Request agency speaker(s) and/or tours with your United Way representative

2 WEEKS BEFORE KICKOFF

- Use [Leadership/CEO Campaign Endorsement](#) email template and have him or her send to all employees
- Soon after, send your [Employee Campaign Ambassador Endorsement](#) email to all employees
- Educate managers about United Way so they can share information about the organization and the campaign during staff meetings

DURING THE CAMPAIGN

- Use [Ambassador United Way Presentation](#) email template to send to all employees
- Promote the campaign throughout your company using the [Fair Share Guide](#)
- Host special events for colleagues from every level to make your campaign fun and successful including holding giveaways and drawing for those have made a pledge
- Use [Ambassador Campaign Progress Announcement](#) email template to send an update to all employees
- Encourage volunteerism among your co-workers. With the help of your United Way representative, coordinate volunteer activities to connect them to United Way's mission
- Use [Ambassador Final Reminder Announcement](#) email template to send to send to all employees before the campaign ends

AFTER THE CAMPAIGN

- Use [Leadership/CEO Campaign Finale Announcement](#) email template and him or her send to donors and volunteers
- Use [Ambassador Campaign Thank You Announcement](#) email template to thank your donors and publicize campaign
- Consider implementation plan for company new hires
- Evaluate and make recommendations for next year

Conducting a United Way campaign should be a fun and rewarding experience. Let your enthusiasm and creativity shine through and your efforts will pay off. It takes people like you, who go above and beyond, to make this campaign enjoyable, meaningful, and successful.