

# Why Donate an Ambassador?

Contributing an employee to serve as a Campaign Ambassador not only helps United Way, but also provides benefits to your organization:

- Develop your employee's leadership skills and potential
- Demonstrate your organization's leadership throughout the community
- Deepen your organization's commitment to community change

## How Can I Help?

### Contribute a Part-Time Ambassador

- Employee who commits up to 20 hours of Campaign Ambassador duties a week
- Ambassadors can be active or retired employees

### Contribute a Full-Time Ambassador

- Employee who commits to 40 hours of Campaign Ambassador duties a week
- Ambassadors can be active or retired employees

### Sponsor the Cost of an Ambassador

- Cover the cost of hiring an ambassador (\$4,500 for part-time, \$9,000 for full-time)



*Blue Cross and Blue Shield of Kansas has participated in the Campaign Ambassador program for many years and is proud to do so! This is another way, in addition to our employees' pledges and company contributions, to support United Way of Kaw Valley in their work to make a substantial impact in the community. Having employees participate as Campaign Ambassadors provides leadership development, education about our community needs and the opportunity to coordinate solutions to our community's challenges.*

*Marlou Wegener,  
Blue Cross & Blue Shield of  
Kansas*



# Be a Campaign Ambassador

## Build a Stronger Shawnee County

To learn more, please contact:

Angel Romero, Vice President of Resource Development  
aromero@uwkawvalley.org, 785-228-5128



United Way of Kaw Valley



United Way of Kaw Valley



What is a Campaign Ambassador?

Campaign Ambassadors are employees of local corporations who serve as volunteer representatives of United Way in the community during our fall campaign.

As ambassadors, they are an extension of United Way’s fundraising staff, providing support to reach out to more companies and more individuals. Ambassadors work for United Way from August to November on a full or part-time basis, and continue receiving pay and benefits from their employer throughout their term of service.



Professional Development



Campaign Ambassadors finish their experience as better employees. Through their service, Ambassadors build useful skills, including:

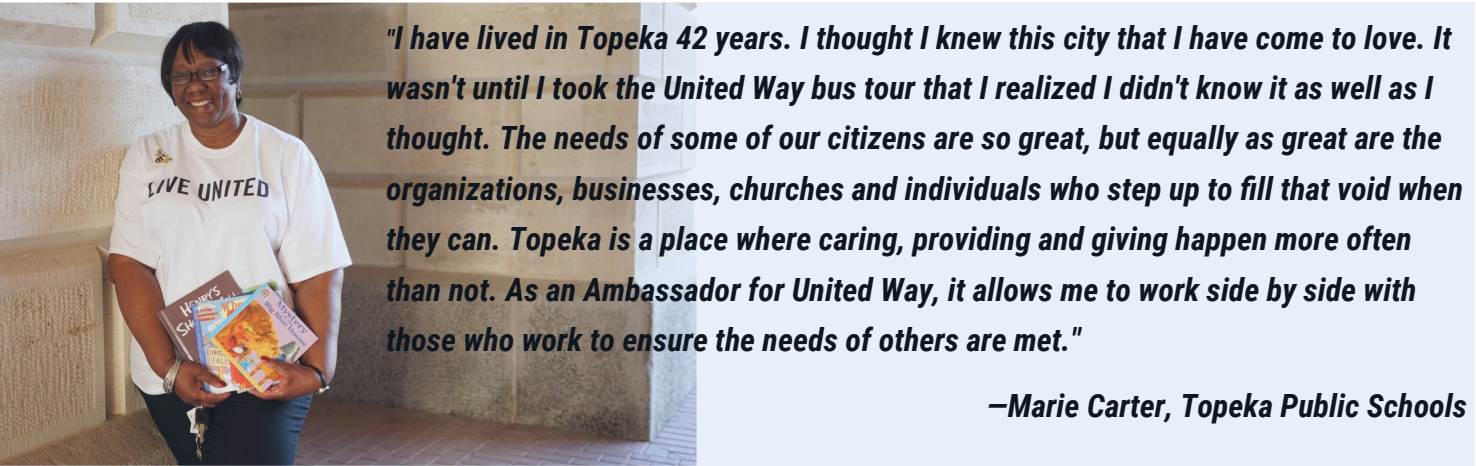
- Public Speaking
- Organization/Time Management
- Networking/Relationship Building
- Advocacy

Roles and Responsibilities

Each Campaign Ambassador is responsible for managing a portfolio of 30-40 company campaigns, under the close direction of United Way staff. In addition, Ambassadors represent United Way at special events throughout the fall such as Nancy Perry Day of Caring.

Responsibilities include:

- Phone calls to company coordinators to arrange for campaigns
- Packing and delivering campaign supplies
- Speaking at company meetings and other special campaign events
- Collecting donations from companies upon completion of campaigns
- Entering data into donor database



A Week in the Life of an Ambassador (Sample Schedule)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8-noon: Check-in Phone Calls with Companies	8-9: Drop Off Supplies to Companies  9-11: Data Entry  11-noon: Campaign Event	8-9: Phone Calls with Companies  9-10: Company Campaign Committee Meeting  2-4: Data Entry	10-11: Drop Off Supplies to Companies  11-noon: Check-In Meeting with UW Staff  3-4: Campaign Event	8-10: Weekly Meeting  10-11: Pick Up Campaign Envelopes

2024 Campaign Schedule (Tentative)

Event	Date/Time
Campaign Ambassador Training	August 19–August 30 (8–Noon daily; 8-5 on Tuesday, August 20)
Ambassadors Begin Working Office Hours	Tuesday, September 3
Weekly Friday Meetings	September 13–November 8 8-10 am
Nancy Perry Day of Caring	Friday, September 20
Campaign Ambassador Appreciation Breakfast Bring your family and your boss!	Tuesday, November 12, 8-9:30 am