



AMBASSADOR RESPONSIBILITIES

Meetings

- Attend United Way ambassador meetings and participate in conference calls (on Zoom).
- Schedule information meetings for your areas. United Way Miami is available to join your meetings.

Fundraising and Events

- Ensure that all employees are contacted in person, either by you or a co-ambassador. It is important to make a direct “ask.”
- Encourage and facilitate online donations through the e-Pledge system, accessed through Workday.
- Encourage non-participants to donate at least a one-time donation through payroll deduction.
- Review the procedures for fundraising events, which can be found in the ambassador handbook that will be provided to all volunteers.

Promotion

- Distribute promotional material and introduce yourself as your unit’s 2022 United Way ambassador.
- If handling a large unit, identify co-ambassadors who can assist you with the process. Please also inform the campaign manager of the co-ambassador in your area.
- Ask your chair or department head to reach out to staff with a personal message, especially faculty, doctors, and senior leaders in your area.

Education

- Understand and convey the impact philanthropy can make in our community.
- Express the importance of giving back to the community through the United Way.

- Educate colleagues about giving back both to the University and through unrestricted gifts to the United Way. For the most impact, donors can give a portion to the University and another as unrestricted.
- Remind employees to click “submit” after entering their online pledge and to print the receipt. Confirmation email will be sent from United Way.
- Aim to understand the reasons for non-participation in order to address any problems or concerns.

Finances

- Review reports on a weekly basis to identify employees who have not yet donated. Reports will be automatically mailed to ambassadors.
- Review the *Procedures for Fundraising and Special Donations*. When making a deposit, complete all the necessary forms and include the required information. Deposits with missing information may not be credited to your goal area.
- Ensure that all fundraising monies are deposited by the second week in December.
- Establish an internal deadline for close-of-campaign, and track your progress (financial and participation goals) on a weekly basis.