



United Way of Dane County

Workplace Ambassador

Grow Your Leadership Skills with United Way of Dane County!

An extension of United Way of Dane County, the **Workplace Ambassador** program supports year-round volunteer, corporate and community engagement efforts. This is an opportunity to passionately promote the impact of your company's partnership with United Way of Dane County, leverage your professional network to deepen relationships within our community and drive connection, communication and purpose internally within your organization.

Ambassadors, along with their Campaign Team and company leadership, ensure their staff are thanked and celebrated for their gifts, and invited to participate in year-round engagements as part of their membership benefits. Responsibilities are flexible, and we encourage creativity to shape this role and its responsibilities to align with your workplace culture.

Ambassador Position

Opportunities:

- Promote community education and engagement
- Engage in and promote volunteer, networking and development opportunities
- Grow corporate citizenship initiatives
- Develop leadership and communication skills
- Explore diversity, equity and inclusion best practices
- Network with local business and community leaders

Key Skills and Attributes:

- Relationship development
- Servant leadership
- Communication
- Time management

Responsibilities*

Time Commitment

Communicate with members/donors in your workplace	1-3 hours annually
Thank and celebrate staff by demonstrating impact of their collective giving or plan workplace engagement (e.g., luncheon, volunteer activity/social)	1-6 hours annually
Work closely with Campaign Team to plan and strategize campaign; promote activities and programs during annual campaign	1-6 hours during workplace campaign
Meet other members/volunteers for latest updates and networking opportunities	1-4 hours annually

*Dependent on leadership support and work culture. Responsibilities are flexible from low to high commitment, and all communications/events are supported by United Way of Dane County. Engagement can be conducted through targeted communications with known members or broad communications with all staff (if member/donor identity is unknown).

Lead United Ambassador

Represent leadership giving in your workplace, and ensure all members are recognized for their impact and invited to Lead United activities.

Responsibilities may include:

- Share latest Lead United news and impact with your Lead United members
- Promote Lead United events, volunteer opportunities and socials with your members
- Send targeted communications to Lead United members and Step-Up prospects (e.g., thanking them when they give, connecting their gift to their impact, educating them on programs and needs)
- Explore collaboration opportunities with Tocqueville members and workplace leadership to incentivize and celebrate leadership giving via a luncheon, workplace engagement or recognition party
- Work closely with Campaign Team/Employee Campaign Managers to promote Lead United/Step-Up during campaign
- Join Lead United Council (volunteer leadership) and attend monthly meetings (optional)

Women United Ambassador

Represent Women United membership at your workplace, and ensure all members are recognized for their advocacy and invited to Women United activities.

Responsibilities may include:

- Share latest Women United news, events and updates with members at your organization
- Promote women's development and DEI initiatives internally
- Recruit and support Women United members
- Participate in and promote Women United volunteer engagements and special events
- Explore collaboration between your Women's Employee Resources Group (ERG) with *Women United at Work*, an ERG network designed to engage your members and exchange ERG resources!
- Join Women United Council and attend monthly meetings (optional)

LINC Ambassador

Represents LINC membership at your workplace, and ensure all members are recognized for their impact and invited to LINC activities.

Responsibilities may include:

- Share latest LINC news, events and updates within your organization
- Participate in and promote volunteerism and workplace engagement
- Welcome new employees by inviting them to LINC activities
- Recruit and support LINC members
- Join LINC Council and attend monthly meetings (optional)

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