



United Way
of Benton and Franklin Counties

Campaign Ambassador Program

What is the Campaign Ambassador Program?

A Campaign Ambassador (CA) is an individual who is loaned to United Way by his or her company or whose schedule allows him or her to volunteer during normal business hours to assist United Way during the campaign. In return, the company and/or individual are represented in the community as supporters of health and human services, while enhancing professional skills and developing a greater understanding of needs in our community.

The United Way Campaign Ambassador Program is built around the demanding schedules of today's businesses. Depending on availability, an individual's time commitments can range from several weeks of full-time support, to just a few hours per week for a couple of weeks. This time is best used during the peak United Way campaign months of September through November.

What do Campaign Ambassadors do?

Campaign Ambassadors can choose to assist Resource Development staff in a variety of areas including: fundraising, event planning and preparation, public speaking, and clerical work. CAs are welcome to help with one or more of the tasks and projects listed below.

General tasks may include:

- Giving informational presentations about United Way
- Delivering campaign supplies to companies
- Picking up campaign materials from companies
- Contacting businesses and/or donors
- Data entry and material assembly

Projects may include, but are not limited to:

- Reader board campaign
- "Dine-Out" for United Way
- New business development
- Individual and retiree campaign
- Community events
- Sponsorships

Work spaces are provided at the United Way office Monday – Friday, 8:00 a.m. to 4:30 p.m., and tasks can also be completed at home or the individual's office.

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What are the benefits of getting involved with the Campaign Ambassador Program?

In exchange for the commitment given to United Way's Campaign Ambassador Program, companies and individuals will receive the following benefits:

Company benefits:

- Enhance one's corporate image as a civic leader
- Strengthen relationships with other companies and individuals
- Increase United Way's community impact by reducing overhead costs through employee volunteerism

Individual benefits:

- Develop personal and professional skills such as public speaking, management, planning and organization, team building and customer service
- Learn more about the community
- Gain self-confidence and leadership experience
- Meet and interact with other community leaders

How to get involved

We make it easy to become a Campaign Ambassador at United Way of Benton and Franklin Counties. To participate, or for more information, call Marilyn Davis at (509) 783-4102, or mdavis@unitedway-bfco.com.