



Dear Prospective Ambassador,

Thank you for your interest in serving your community through United Way of West Florida's Ambassador Program! We are in search of talented, creative, and passionate individuals to join our program... that could be you! Our ambassador program is designed to help participants gain a deeper understanding of our community's needs, while building relationships with the area's current and future leaders.

Since 1924, United Way of West Florida has fought for the health, education, and financial stability of every citizen in our community. We do this by making transformational investments, building capacity, and connecting people to resources. We believe working together is the best way to improve lives and build a stronger community. As we embark on this benchmark year, we invite you to be a part of our 100th-Anniversary group of ambassadors!

If selected for the ambassador program, you will be an advocate for thousands of local families and individuals in need. Being an ambassador for United Way means sharpening your leadership skills, forging strong community connections, and being part of something much larger than any one person or one organization.

Ambassadors will be expected to volunteer approximately 10 hours per month from June through December. It is crucial that applicants have the approval and support of their employer for this opportunity, as ambassador duties often occur during regular business hours. Ambassadors will have the opportunity to participate in various United Way of West Florida events and activities throughout the year.

If the 2024-2025 Ambassador program sounds like a good fit for you, please complete the following application and return it to the United Way of West Florida office by May 1st. We ask that you kindly consider contributing a \$25 application fee, which will go directly into our Community Investment Fund—we are glad to waive the fee for current donors. The program starts June 12th and runs through December 11th.

Don't hesitate to reach out with any questions about the Ambassador Program!

Thank you,

Laura Gilliam  
President/CEO  
United Way of West Florida  
7100 Plantation, Suite 18  
Pensacola, FL 32504  
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# UNITED WAY OF WEST FLORIDA

## 2024-2025 AMBASSADOR PROGRAM



### OVERVIEW:

Ambassadors help United Way of West Florida build long-standing relationships with key organizations and individuals in Escambia and Santa Rosa counties. Ambassadors foster a greater understanding of the needs of our community and United Way's efforts to build a stronger, healthier region. In addition to increasing their knowledge of the community, ambassadors will manage relationships with three to five companies and assist them in planning and implementing successful workplace campaigns. In return, United Way of West Florida provides the ambassadors with a unique program designed to help them develop public speaking and leadership skills while learning from our region's established community leaders.

United Way of West Florida's Development team supports the ambassadors and provides them with the knowledge and resources they need to be successful. Together, we will focus on enhancing connections, building new relationships, and strengthening our community.

### KEY RESPONSIBILITIES:

- **Attend Ambassador Orientation.** This mandatory training will help you familiarize yourself with United Way of West Florida, our partner agencies, and our internal programs. You will learn how everyone can engage in activities that benefit the community goals of health, education, and financial stability.
- **Attend public speaking and presentation training session.** Each ambassador will be required to give a three-to-five-minute presentation before they are assigned their respected accounts.
- **Attend monthly Leadership Training Seminars.** Ambassadors will enjoy the unique opportunity to learn from key community leaders and panels consisting of our partner agencies in a small group setting. These trainings are designed to help ambassadors build their professional network, develop leadership qualities, public speaking skills, and obtain a deeper understanding of the community's needs and resources.
- **Serve as an extension of United Way of West Florida by acting as an important liaison to three to five companies.** You will connect with companies to analyze past performance of their campaigns, encourage strategies to improve campaign revenue, and effectively communicate the United Way of West Florida message. Ambassadors will help their assigned companies run successful workplace campaigns.
- **Attend Annual Meeting.** Attendance is required for the Annual Meeting as we celebrate our successes from the previous year and look ahead to the upcoming year. The event also includes recognition and awards to key community leaders and organizations. We encourage your supervisors to join us, as well, at no cost.

# 2024-2025 AMBASSADOR APPLICATION



Full Name: \_\_\_\_\_

Employer: \_\_\_\_\_

Position/Title: \_\_\_\_\_ Preferred Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone (Work): \_\_\_\_\_ Phone (Mobile): \_\_\_\_\_

T-Shirt Size: \_\_\_\_\_

Briefly describe your leadership roles and responsibilities in your current position:

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Please list any non-profit or volunteer experience including leadership positions held:

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Why would you like to be a part of the ambassador program?

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What personal and professional qualities will make you a successful ambassador?

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What skills/knowledge do you hope to gain from your involvement in the ambassador program?

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### Ambassador Program Agreement

For the ambassador program to be meaningful, ambassadors have a responsibility to participate fully. Attendance at scheduled functions, as well as interaction among fellow ambassadors, is essential to the learning experience.

*Ambassadors will be required to volunteer approximately 10 hours a month from June through December during normal business hours (8am-5pm), with some activities occurring after business hours.*

Ambassadors should make every effort to attend all training sessions and actively participate in their assigned campaigns. To ensure the quality of the program for all participants, two absences from trainings may result in dismissal from the ambassador program.

I understand the purpose of the Ambassador Program. If selected, I will devote the time and resources necessary to successfully complete the requirements.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Supervisor/Employer Endorsement

If the candidate on this application is selected to participate in United Way of West Florida's ambassador program, they will be required to volunteer approximately 10 hours a month from June through December during normal business hours (8am-5pm). Training dates are attached to application.

As supervisor of the above individual, I fully support their commitment of time and resources should they be selected for the program. I understand that if properly engaged, the ambassador will receive valuable training, public speaking experience, and networking opportunities while strengthening their leadership skills and community awareness.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Supervisor/Employer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please return the completed application and a \$25 fee to United Way of West Florida by May 1, 2024. *The application fee is waived for current donors.* Ambassador applicants will be required to complete a phone interview for program consideration.

United Way of West Florida, Attn: Kathy Andrade  
7100 Plantation Rd, Ste 18 Pensacola, FL 32504  
kathy.andrade@uwwf.org  
850.444.7038



# UNITED WAY OF WEST FLORIDA

## 2024-25 AMBASSADOR TRAINING SCHEDULE

### **SESSION 1 – ORIENTATION**

United Way of West Florida  
7100 Plantation Rd, Suite 18

JUNE 12

8:30 AM – 5:00 PM

### **SESSION 2 – PUBLIC SPEAKING**

Arcadia Mill  
5709 Mill Pond Ln

AUGUST 9

8:30 AM – 1:30 PM

### **STUFF THE BUS**

*Optional*

JULY 25

### **SESSION 3 – WORKPLACE CAMPAIGNS**

TBD, Escambia County

AUGUST 14

8:30 AM – 12:30 PM

### **ANNUAL MEETING**

*Required*

AUGUST 22

### **SESSION 4 – EDUCATION FOCUS**

Locklin Technical College  
5330 Berryhill Rd

SEPTEMBER 10

8:30 AM – 12:30 PM

### **SESSION 5 – FINANCIAL STABILITY FOCUS**

TBD, Escambia County

OCTOBER 9

8:30 AM – 12:30 PM

### **DAY OF CARING**

*Optional*

OCTOBER 18

### **SESSION 6 – HEALTH FOCUS**

TBD, Santa Rosa County

NOVEMBER 13

8:30 AM – 12:30 PM

### **SESSION 7 – DISASTER RESPONSE FOCUS**

Escambia County EOC  
6575 North W St

DECEMBER 11

8:30 AM – 12:30 PM

