

Ambassador Schedule 2025-2026

Orientation

Tuesday, **June 10** (8:30 AM - 5:00 PM)

In Person Training Sessions

Tuesday, **July 8** (10:00 AM - 2:00 PM)

Tuesday, **July 22** (10:00 AM - 2:00 PM)

Tuesday, **August 5** (10:00 AM - 2:00 PM)

Tuesday, **August 19** (10:00 AM - 2:00 PM)

Virtual Check- Ins

Tuesday, **June 24** (10:00 AM - 11:30 AM)

Tuesday, **July 29** (10:00 AM - 11:30 AM)

Tuesday, **August 26** (10:00 AM - 11:30 AM)

Tuesday, **September 16** (10:00 AM - 11:30 AM)

Tuesday, **November 18** (10:00- 11:30 AM)

In Person Check-Ins

Tuesday, **October 14** (10:00 AM - 11:30 AM)

Tuesday, **December 16** (10:00- 11:30 AM)

Mandatory Events

- ❖ **Stuff the Bus – July 24th** – Volunteer at least two hours.
- ❖ **Annual Meeting- August, date TBA**– Support throughout the event.
- ❖ **Day of Caring – October, date TBA** – Be part of a team or volunteer individually.

Ambassador Training Details

Recruitment period **March 1st - May 1st**

June through August training sessions with monthly check-ins.

Orientation

Tuesday, June 10 (8:30 AM - 5:00 PM)

- Orientation session (Discuss confidentiality, introduction to the Ambassador program, history of United Way of West Florida, discuss expectations, and Ambassador handbook review)

Training Dates

Check-In 1 - Tuesday, June 24 (10:00 AM - 11:30 AM) **Virtual**

- Discuss progress and experiences from orientation and give Ambassadors the names of their workplace campaigns.

Training Session 1 - Tuesday, July 8 (10:00 AM - 2:00 PM)

- **Topic:** Public Speaking and Storytelling
- **Focus:** Techniques for engaging presentations and storytelling.

Training Session 2 - Tuesday, July 22 (10:00 AM - 2:00 PM)

- **Topic:** Fundraising Techniques and Practice
- **Focus-** Strategies for securing donations and executing workplace campaigns. Preparing for the Presentation Night fundraiser, including presentation practice and feedback.

Check-In 2 - Tuesday, July 29 (10:00 AM - 11:30 AM) **Virtual**

- Share insights from the first two training sessions and prepare for the next.

Training Session 3 - Tuesday, August 5 (10:00 AM - 1:00 PM)

- **Topic:** Networking Strategies, Personal Branding, and Social Media for Advocacy
- **Focus:** Building a personal brand and using social media to advocate for causes. Also, building professional relationships and leveraging connections to increase UWWF engagement.

Training Session 4 - Tuesday, August 19 (10:00 AM - 1:00 PM)

- **Topic:** Leadership Team Collaboration, Emotional Intelligence, and Conflict Resolution
- **Focus-** Teamwork and effective leadership skills. Understanding emotions in all aspects of fundraising and managing conflicts effectively.

Check-In 3 - Tuesday, August 26 (10:00 AM - 11:30 AM) **Virtual**

- Final reflections about training and the philanthropic leadership tools that they plan to implement and Presentation Night updates.





Dear Prospective Ambassador,

THANK YOU for your interest in United Way of West Florida's **Ambassador Program!**

We are seeking talented, passionate individuals like you who are eager to enhance their personal and professional growth. Our Ambassador program is designed to provide you with a deeper understanding of our local community's needs while enhancing your professional skills through philanthropy.

As an Ambassador, you will have the unique opportunity to be a voice for thousands of families and individuals in need. This role will not only strengthen your leadership skills but also allow you to create meaningful community connections. You will be part of a movement that transcends any one person or organization.

Ambassadors are expected to volunteer approximately 10 hours per month from June through December. You will be attending engaging training sessions and participate in impactful events throughout this year. Your attendance at all training sessions and events is crucial for maximizing your experience and impact. Please ensure you have your supervisor's approval to participate fully in this program.

This experience will be invaluable in expanding your network while enhancing your professional skills. The tools and experiences you learn as a United Way of West Florida Ambassador will elevate your leadership abilities.

If you are interested in joining our 2025 Ambassador class, please complete the application and return it to our office by **May 1, 2025**. Ambassadors are asked to contribute a one-time **\$30 gift** to United Way of West Florida to demonstrate their philanthropic commitment and to support our initiatives.

If you have any questions about the program, please don't hesitate to reach out to Lauren Clark, VP of Philanthropy and Communications at 850-444-7042 or via email at Lauren.Clark@uwwf.org

Thank you,

A handwritten signature in black ink, appearing to read "Laura Gilliam".

Laura Gilliam
President and CEO
United Way of West Florida
7100 Plantation Road, Suite 18, Pensacola, FL 32504
850-444-7110 • laura.gilliam@uwwf.org

Your **\$30 Gift** can be made at uwwf.org/donate

PROGRAM OVERVIEW

The Ambassador Program at United Way of West Florida is designed to provide professional development through the study of philanthropy. We give Ambassadors the opportunity to cultivate long lasting relationships with key organizations and individuals in Escambia and Santa Rosa counties. Ambassadors play a crucial role in enhancing community awareness and supporting United Way of West Florida's mission. In addition to deepening their understanding of local needs, Ambassadors will manage relationships with three to five companies, guiding them in planning and executing successful workplace campaigns.

As part of this program, United Way of West Florida offers a comprehensive training experience that focuses on public speaking, leadership, and essential networking skills. Ambassadors will learn from established community leaders and engage in a supportive environment aimed at professional growth. The Development team will be there to provide guidance, resources, and support, ensuring the Ambassadors have the tools they need to succeed and grow in any arena.

RESPONSIBILITIES

- **Attend Ambassador Orientation-** This **mandatory** training will familiarize you with United Way of West Florida, our partner agencies, and internal programs. You'll explore ways to engage in community activities that promote a healthy community, youth opportunities, financial stability, and community resiliency in Escambia and Santa Rosa Counties.
- **Participate in Training Sessions-** It is **mandatory** to attend training sessions on public speaking, storytelling, networking strategies, fundraising techniques, personal branding, emotional intelligence, and event planning. These workshops are vital for developing the skills necessary for effective advocacy. All Ambassadors will be expected to engage with community leaders and panels in a small group setting. This will allow you to build your professional network while enhancing your understanding of community needs and resources.
- **Serve as a Liaison-** Ambassadors act as an extension of United Way of West Florida by connecting with three to five companies on our behalf. You will review past campaign performances, and work with campaign coordinators to encourage strategies for improvement. You will also provide the assigned workplaces with a clear view of United Way of West Florida's mission, vision, and values. You will conduct presentations as needed to the employees of your assigned workplaces in an effort to expand their knowledge and increase donations and engagement.
- **Attend the Events-** Ambassadors are **required** to volunteer for Stuff the Bus, Annual Meeting, and Day of Caring. Participation at these events show your commitment to the community and build stronger bonds with those you are advocating for.



- **Commitment to Training and Events-** Ambassadors **must** have their employer's approval to ensure their availability for all training sessions and events. A commitment form will be provided to facilitate this process.



2025-2026 AMBASSADOR APPLICATION

Full Name: _____

Employer: _____

Position/Title: _____ Preferred Email: _____

Business Address: _____

Phone (Work): _____ Phone (Mobile): _____

Why would you like to be a part of the Ambassador program at United Way of West Florida?

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



2025-2026 AMBASSADOR APPLICATION Cont.

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

What personal and professional qualities will make you a successful United Way of West Florida Ambassador?

What skills/knowledge do you hope to gain from your involvement in this Ambassador program?

Ambassador Commitment Form

The Ambassador Program at United Way of West Florida is designed to provide professional development through the study of philanthropy. Ambassadors cultivate long-lasting relationships with key organizations and individuals in Escambia and Santa Rosa counties while enhancing community awareness and supporting United Way's mission to create a stronger, healthier region. Ambassadors will deepen their understanding of local needs and manage relationships with three to five companies, guiding them in successful workplace campaigns.

EXPECTATIONS

- Attend all mandatory training sessions and events (Stuff the Bus, Annual Meeting, Day of Caring)
- Engage actively in discussions and workshops, and through social media.
- Serve as a liaison between United Way of West Florida and assigned companies, fostering relationships and encouraging campaign success.
- Provide presentations and insights to your assigned workplaces about United Way of West Florida's mission and impact.

BENEFITS

- Ambassadors will develop:
 - Public speaking and storytelling skills
 - Networking strategies
 - Fundraising techniques
 - Leadership and team collaboration
 - Personal branding and social media for advocacy
 - Event planning and execution
 - Emotional intelligence and conflict resolution
- Gain hands-on experience in fundraising and community engagement.
- Connect with established community leaders and peers.
- Enhance your professional profile through meaningful volunteer work.
- Recognition on United Way of West Florida's website and social media platforms.

RESPONSIBILITIES

- **Attend Orientation**
 - Tuesday, June 10 (8:30 AM - 5:00 PM)
- **Participate in Training Sessions**
 - July 8, July 22, August 5, August 19 (10:00 AM - 2:00 PM)
- **Attend Virtual Check-Ins**

- June 24, July 29, August 26, September 16, November 18 (10:00 AM - 11:30 AM)
- **Attend In-Person Check-Ins**
 - October 14, December 16 (10:00 AM - 11:30 AM)
- **Attend Mandatory Events**
 - Stuff the Bus (July 24)
 - Annual Meeting (August, date TBA)
 - Day of Caring (October, date TBA)
- **Communicate with Campaign Coordinators**
 - Respond promptly to requests and communicate answers to all their questions
- **Communicate with the Development Team**
 - Give timely updates on accounts and reach out with questions or concerns.

GROUNDINGS FOR DISMISSAL

Ambassadors may be dismissed from the program for:

- Failing to attend two mandatory training sessions or one event (Stuff the Bus, Annual Meeting, Day of Caring) without prior approval.
- Inadequate participation or engagement in assigned tasks.
- Unprofessional behavior that does not align with the values of United Way of West Florida.
- Failure to maintain communication with the Development team and assigned companies.



AMBASSADOR COMMITMENT AGREEMENT STATEMENT

I have read and understand (Please Initial)

_____ Program overview

_____ Ambassador Commitment Form

I, _____ hereby commit to the responsibilities and expectations outlined in this Ambassador Commitment Form. I understand the importance of my role as an Ambassador for United Way of West Florida and agree to actively participate in the program, attend all required trainings and events, and uphold the values of United Way of West Florida. I acknowledge that my participation is contingent upon my employer's approval and that failure to meet the expectations may result in my dismissal from the program.

Applicant Signature: _____ **Date:** _____

Employer's Approval

SUPERVISOR/ EMPLOYER ENDORSEMENT

I have read and understand (Please Initial)

_____ Program overview

_____ Ambassador Commitment Form

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).

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.

Supervisor's Name: _____

Supervisor's Signature: _____ **Date:** _____