

GenNext Ambassador



United Way
London & Middlesex



A GenNext Ambassador is the voice of GenNext in your workplace.

You will be an active member of your workplace's United Way campaign committee and responsible for ensuring that your organization delivers a message relevant to employees in their 20s and 30s. You will help mobilize and engage this demographic to get involved in your United Way workplace campaign and other fantastic GenNext initiatives in our community.

The Role of the GenNext Ambassador

1. Take part in your workplace's United Way campaign.

Play an active role on your campaign committee, contribute ideas, and engage your colleagues in conversations about United Way and GenNext.

2. Captain your workplace's StairClimb team.

Organize a team of you colleagues to take part in United Way's exciting annual fundraiser and conquer the stairs at One London Place!

3. Mobilize your coworkers to invest their time & talent in GenNext initiatives.

Use your workplace's internal communication channels to share information about GenNext networking events, Pop-up Volunteering opportunities, collection drives and other activities with your peers. You will be connected through our monthly e-newsletter to upcoming events and initiatives that you can use to engage your colleagues.

4. Host an Impact Experience for the GenNexters in your workplace.

Experience the impact of your workplace's investment to United Way in a tangible way with your colleagues by organizing a visit to a local agency serving our community.

Benefits to the Workplace

- ✓ Engage employees in their 20s and 30s in your corporate responsibility program in a unique way
- ✓ Build dedication and commitment amongst the GenNext demographic to your workplace campaign
- ✓ Develop a corporate culture that embraces employee's passion for their community
- ✓ Utilize the knowledge of GenNext employees on how best to engage and reach their millennial colleagues
- ✓ Give employees in their 20s and 30s an opportunity to use and develop their leadership, organizational, and communication skills

What's in it for you?

- ✓ Work towards positive change in your community by addressing issues related to poverty, mental health, and beginnings & transitions in tangible ways
- ✓ Network with other like-minded GenNexters within your organization and among the greater GenNext network
- ✓ Access free training opportunities and leadership development workshops
- ✓ Learn more about United Way and the impact of your workplace's involvement on our community
- ✓ Gain hands-on experience planning and leading events
- ✓ Volunteer directly with local programs that align with your interests
- ✓ Demonstrate and develop leadership and communication skills

