

United Way Ambassador Volunteer Description

Title: United Way Ambassador

Location: Peterborough & Durham

Time Commitment: ~1-2 hours per week (August – November)

Campaign Coordinator: MK Millard, Community Relations Officer (mmillard@trentu.ca)

Role Purpose:

The United Way Ambassador serves as an advocate for Trent's United Way workplace campaign, the largest workplace donation in the Peterborough community and rapidly growing in Durham GTA. Ambassadors play a key role in ensuring annual fundraising goals are achieved or exceeded by fostering a culture of giving and community support across our campuses.

Key Responsibilities:

1. Spread Awareness & Educate Colleagues

- Distribute pledge postcards to colleagues in your department and building.
- Promote the campaign and share key messages, explaining the critical work done by the United Way and its partner agencies and the impact of Trent's workplace campaign on the Peterborough and Durham communities.

2. Support Fundraising Initiatives

- Encourage colleague attendance and participation with campaign fundraising events and initiatives.
- With the support of the United Way team, organize building or department, fundraising events and challenges that put the "fun" into fundraising and boost campaign engagement. (i.e. Kick-Off BBQ, Environmental Sciences White Elephant table, Otonabee College Chilli Cook-Off.)

Training Provided:

Attend a Seeing is Believing Tour & Training Session

Participate in exclusive tour and training session hosted by United Way to gain a deeper understanding into their impactful work and the challenges they address within our community, including a walking-tour of downtown partner agencies.