

# 2008 UNITED WAY AMBASSADOR PROGRAM



## Our Ambassadors

The work we do at United Way for Southeastern Michigan each year is greatly supported by a team we call the Ambassadors, which plays a substantial role in helping us impact lives and communities in the region.

Ambassadors are professionals who assist with the annual United Way fund drive. They serve as temporary members of our resource development department, and spend their time developing and implementing strategies that produce more effective workplace campaigns throughout Southeastern Michigan. About two dozen Ambassadors join our team each year.

*“The United Way experience has changed my life. The caring agencies and the people they help have given me a different outlook on volunteerism. I can better appreciate how important my leadership giving is in improving lives and communities.”*

*– Roland Klekner UPS*



There are three types of Ambassadors:

- **Loaned Ambassadors** – These professionals are provided to us on a temporary basis by employers around the region
- **Sponsored Ambassadors** – Program sponsors provide funds (an **\$8,000 tax-deductible grant**) that we use to hire a select number of these Ambassadors each campaign season
- **Volunteer Ambassadors** – These are retirees and others who want to give back to the community by contributing their time to United Way

## Communities Benefit

Ambassadors help us increase capacity while keeping our overhead costs low and maximizing the money and manpower we can apply toward solving complex community issues. With a full team of Ambassadors on board, we can maximize our fundraising capabilities. This allows us to secure greater investment in the community from contributors and we are able to improve more lives across Wayne, Oakland and Macomb counties.

## Time Commitment

United Way Ambassadors work from late August through mid-November. Each Ambassador is assigned to a full-time United Way resource development professional, putting in a minimum of 40 hours per week for the duration of the campaign season. They are provided an appropriate workspace, supplies and resources, along with a comprehensive training program that assures them a successful experience.

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## Sponsor Recognition

To show our appreciation for the support provided by our program sponsors, each organization receives prominent recognition for its contribution, including:

- Recognition at all United Way Ambassador events, United Way Campaign Cabinet meetings and the end of campaign event
- Profile in the United Way e-newsletter
- Recognition in select United Way print materials used during the annual fund drive and on Ambassador business cards
- Sponsor logos displayed at workplace campaign kickoffs throughout the region
- Much more!



## Employee Development

Participation in the United Way Ambassador program not only helps us, it has proven to be a great professional development exercise for employers. Involvement also elevates the public profile of our participating organizations as responsible community stewards. Additionally, Ambassadors return to the workplace better for the experience, because the program:

- Supplements current corporate leadership/management training
- Enhances the employee's sensitivity to community
- Provides extensive networking opportunities with other local professionals
- Improves time management and presentation skills

The program also helps both retirees and current professionals who are exploring a second career gain exposure to new opportunities.

## Get Started

Consider becoming a program sponsor, lending us an employee or two, or recommending a volunteer today. Simply contact:

**Tim Hixson**  
Campaign Manager  
United Way for Southeastern Michigan  
1212 Griswold St.  
Detroit, MI 48226  
**Phone: 313.226.9248**  
**E-mail: [Tim.Hixson@uwsem.org](mailto:Tim.Hixson@uwsem.org)**

# United Way for Southeastern Michigan

## 2008 AMBASSADOR PROGRAM

### OVERVIEW

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Since 1983, the United Way Ambassador Program (previously known as the Loaned Executive Program) has provided an excellent opportunity for metropolitan Detroit businesses to meet an essential community need while investing in their employees' personal and professional growth. The program also invites companies to participate by sponsoring an Ambassador that United Way selects and hires.

Over the past years, 90 local organizations have participated in the Ambassador Program by lending or sponsoring nearly 500 individuals for 12 weeks to assist with the annual United Way Torch Drive. Ambassadors develop and implement workplace campaigns by interfacing with CEO's and employee campaign coordinators. Participating organizations make it possible for United Way to contain administrative costs so that more dollars go to critical health and human services throughout the community.

Ambassadors receive training that allows them to effectively manage employee campaigns throughout Wayne, Oakland and Macomb counties. At the conclusion of the program, loaned individuals return to their employers with stronger management, public speaking and organization skills. They also come away with a greater appreciation of community issues. All participating companies receive recognition through a variety of events and printed collateral materials.

### WHAT TYPE OF PERSON IS AN AMBASSADOR?

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Ambassadors come from all segments of the business community: Experienced managers, senior-level personnel, entry level managers, mid-level associates and those recently retired are just a sample of the type of people that have successfully completed the program in the past. Candidates are be highly enthusiastic, self-motivated, organized and eager to learn more about health and human services in our community.

### 2008 PROGRAM DATES

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Training and orientation will begin on August 25, 2008. Ambassadors will have an opportunity to discuss their upcoming assignment, meet other participants and learn more about United Way Community Services.

#### 2008 KEY DATES

- Training and orientation Monday, August 25, 2008
- Campaign Kick-off/ Torchlighting Friday, September 5, 2008
- Final Report Victory Dinner Thursday November 20, 2008

### HOW CAN EMPLOYERS PARTICIPATE?

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Employers can participate by **lending** individuals from within their organizations who will best represent the organization and United Way throughout the community. Employers may also elect to participate by **sponsoring** a hired Ambassador with a contribution of \$8000.

Contact Tim Hixson at 313-226-9248 or [tim.hixson@uwsem.org](mailto:tim.hixson@uwsem.org), to confirm participant's name and important contact information no later than May 16, 2008.

### WHY PARTICIPATION IS IMPORTANT?

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Everyone benefits! United Way increases its ability to raise more funds while keeping costs low, local employers enhance their public service image by encouraging employee involvement in community service, and Ambassadors receive unique and practical experience that can be utilized throughout their careers. Also, tapping into our community's existing pool of talent and enthusiastic professionals will allow us to increase awareness of local needs and effectively communicate the benefits of United Way support.

## RESPONSE FORM

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Yes, we will provide \_\_\_\_\_ Loaned Ambassador(s) to increase United Way's effectiveness and keep costs low.

Registration

The contact person responsible for selecting our Ambassador(s):

Contact Name: \_\_\_\_\_

Company/Address: \_\_\_\_\_

\_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

If Ambassadors have already been identified:

Dates: \_\_\_\_\_ August 25 – November 20    Other: \_\_\_\_\_

1. Name: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

2. Name: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

3. Name: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

4. Name: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

*Please mail or fax this form to:*

Tim Hixson  
Campaign Manager  
United Way for Southeastern Michigan  
1212 Griswold  
Detroit, MI 48226  
(Tel: 313-226-9248)  
(Fax: 313-226-9211)

Loaned Ambassador Program 2008

I wish to join the Ambassador Sponsorship Program in the amount of:

12-week sponsorship            \$ 8,000

No, we are unable to commit this year. #