IN THE COMMUNITY
Raise your hand and join us at one of United Way’s signature volunteering events:
• Participate in the Greater Los Angeles Homeless Count
• Assist low-income families with their taxes through our Volunteer Income Tax Assistance (VITA) program
• Inspire students to become lifelong readers on Read Across America Day
• Volunteer at HomeWalk, L.A.’s largest 5k run/walk to end homelessness

LEVERAGING YOUR PRODUCT
Roll up your sleeves and do what you do best:
• Consider a product or service that you offer. Can it be used to help others?
• Whether you are a transport company, mattress manufacturer or financial planner, you can do good through your product. Let us help!

SKILL-BASED
Use your professional talents to make a difference:
• Help high school seniors write their personal statements, apply for college or complete the FAFSA.
• Share your school-to-career trajectory at a high school or community college career day.
• Give a workshop for supportive housing residents on financial management, interviewing, networking or other important topics.

ON-SITE
Do good without leaving the office:
• Make nutritious bagged lunches or snack packs for local children.
• Coordinate a supply collection drive of canned food, college freshman basics or school supplies.
• Host a sorting and packing party to create Welcome Home Kits, Personal Care Kits or Feminine Hygiene Kits.

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Everyone In is the leading campaign to end homelessness across Los Angeles County. Together with a diverse coalition of nonprofit organizations, community leaders and philanthropic donors, United Way of Greater Los Angeles is driving this movement to break the cycle of homelessness in our community.

Homelessness is a human-made problem that must have human-driven solutions.
United Way’s Everyone In campaign is a 10-year comprehensive plan built upon three key strategies:
1. Prevent homelessness: We are protecting vulnerable families and individuals from losing their homes by providing rental assistance and legal services.
2. Reduce street and chronic homelessness: Increase permanent housing placements and the rate of successful exits from streets and shelters.
3. Build supportive housing for the vulnerable: With a 90% success rate, supportive housing offers a safe solution for those experiencing long-term homelessness and/or those who have physical/mental illness and/or substance abuse disorders.

To achieve these goals, we need Everyone In.

Join the movement
Visit EveryoneInLA.org

To learn more or to start planning a volunteer project, contact:
Brian Rosenbaum
Engagement Manager
brosenbaum@unitedwayla.org
WHAT IS A UNITED WAY AMBASSADOR?
A United Way Ambassador is a volunteer who represents the mission of United Way in their workplace. Ambassadors lead and inspire their coworkers to support and empower their local community through donations, volunteer work, and community events.

AMBASSADOR BENEFITS
• Strengthen your relationships with co-workers
• Demonstrate your leadership skills
• Receive recognition within your organization
• Network with other community leaders
• Gain an understanding of United Way of Greater Los Angeles’ role in the community

AMBASSADOR ROLE
• Work closely with your organization’s leadership
• Attend an Ambassador Training session or webinar
• Partner with your United Way Account Manager to develop an effective campaign plan
• Recruit a campaign committee
• Distribute materials and organize events
• Hold a campaign kickoff
• Promote the campaign throughout your organization
• Encourage leadership giving
• Engage your organization in a fun and fulfilling campaign

BUILDING YOUR CAMPAIGN
CAMPAIGN CHECKLIST

Before the Campaign

- Attend United Way Ambassador Training.
- Secure CEO/senior management support and suggest organizational incentives.
- Determine your participation goal, monetary goal, and incentives.
- Recruit a team to help with the campaign.
- Meet with your United Way Account Manager to discuss campaign strategies and develop a calendar of events.
- Review previous campaign performance, opportunities, and challenges.
- Determine your campaign plan and time frame.
- Schedule your kickoff, United Way speaker, and any special events.
- Promote the campaign and distribute your calendar of events.
- Send a campaign kickoff letter from your CEO announcing and endorsing the campaign.
- Invite retirees to your kickoff event.

During the Campaign

- Hold kickoff event with United Way Account Manager and impact speaker.
- Distribute pledge forms and campaign materials to all employees.
- Hold a Leadership Giving or Loyal Contributor event.
- Keep the campaign alive by sharing success stories, community facts, and photos via your intranet and social media channels.
- Conduct special events, lunch and learn sessions, and other activities.
- Send reminders about campaign events, incentives, and deadlines.

After the Campaign

- Collect all pledge forms.
- Follow up on any corporate contribution or employee match.
- Calculate the results, review results with your committee members, and prepare final report envelope for your United Way Account Manager.
- Share results with all employees.
- Post campaign photos on your corporate social media networks.
- Evaluate the challenges and successes of your campaign. Keep notes handy for next year.
- Thank all donors with a celebration event, letter or email from your CEO.
- Talk to your United Way Account Manager about how United Way can continue to improve its program.

Throughout the Year

- Keep employees updated on United Way activities.
- Promote volunteer opportunities.
- Attend United Way events.
- Host a collection drive.
- Offer lunch and learn sessions.
- Share success stories.

79% of employees prefer to work for a civically engaged workplace that offers them opportunities to volunteer with their colleagues.

Elise Buik
President & CEO
United Way of Greater Los Angeles

Thank you for being a UNITED WAY AMBASSADOR

Dear Ambassador,
Thank you for investing your time and resources to make Los Angeles County a better place for all of our neighbors.

As an Ambassador for the United Way of Greater Los Angeles, you join us in tackling the pressing social and economic issues facing L.A. County’s homeless neighbors, under-served students and low-income families. Your leadership in this position is instrumental in our mission to house, educate and empower everyone in Los Angeles County.

Whether you’re a first-time Ambassador or a seasoned expert, this guide will help you conduct a successful campaign from start to finish.

We look forward to working alongside you in order to make your organization’s employee giving campaign a success this year. Our staff and account managers are here to help you every step of the way. Together we can break the cycle of poverty for every child, individual and family in L.A. County. Momentum is building. United we can drive change.

Resources mentioned in this guide are available at: unitedwayla.org/en/news-resources/campaign-toolkit/

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