



WORKPLACE AMBASSADOR NETWORK



► MOVE THE NEXT GENERATION INTO LEAD ROLES

The GenNext Workplace Ambassador Network is designed to ensure that the next generation of workplace leaders are connected to their community. This is a unique opportunity to engage younger and community-minded employees to take a lead role in workplace activities that support the United Way of Thunder Bay year-round.

► WHAT IS GENNEXT?

GenNext brings together the next generation of leaders and young professionals to create meaningful social change in our community through innovative and exciting volunteer awareness and networking initiatives.

THE AMBASSADOR'S ROLE

Today's employees want more than a pay cheque. They want a sense of pride and fulfillment from their work, a purpose and most importantly a company whose values match their own. The Ambassador's role is to work with the GenNext Chair of Workplace Engagement to develop and execute a strategy specifically tailored to your workplace, with the following objectives:

1

Work closely with your organization's leadership and current United Way committee / Employee Campaign Coordinator (if applicable).

2

Mobilize and inspire your coworkers to invest their time & talent in GenNext Initiatives.

3

Recruit a team and participate in any United Way or GenNext events.

4

Bring a New "GenNext" perspective to your workplace's United Way Committee.

5

Sign up for a GenNext/ United Way Engagement Opportunity at the United Way partner agency to see your investment in action.



► BENEFITS FOR YOUR WORKPLACE

- Engage employees in their 20's and 30's in your corporate responsibility platform in a unique way and develop a corporate culture that embraces employee's passion for their community
- Build dedication and commitment amongst the GenNext demographic to your United Way campaign and our organization as a whole
- Utilize the expertise of GenNext employees on how best to engage their colleagues who are in their 20's and 30's
- Offer employees an opportunity to use and develop their leadership, organizational and communication skills
- Public recognition as a committed community supporter of United Way and GenNext
- Engage your team in unique team building opportunities and volunteering
- Allow employees to increase exposure and enhance their profile with management and leaders in your workplace
- Develop valuable, lasting contacts within a network of GenNexters throughout Thunder Bay



DO YOU HAVE AN INDIVIDUAL WHO CAN ENGAGE WITH AND BOOST THE INVOLVEMENT OF YOUR YOUNG LEADERS TOWARD A BETTER THUNDER BAY?

The GenNext Workplace Ambassador Network might be right for your organization.

To learn more, contact:



Visit our website at uwaytbay.ca and sign up today!

Questions? Contact GenNext@uwaytbay.ca.

