

youthunited.ca



**United Way
Toronto**

Youthunited Ambassador Training

What Does a Youthunited Ambassador Do?

Youthunited Ambassadors take up the cause of United Way Toronto in their schools by:

- Raising money for United Way Toronto through Youthunited
- Informing peers and teachers about United Way Toronto

What's In It For You?

1. The opportunity to take a leading role in your school's philanthropic planning (*psst...it's time to stop being a wallflower – this stuff gets you noticed!*)
2. Experience in event planning, project management, and fundraising (*FYI...all of which look great on resumes, and university & scholarship applications!*)
3. Making a difference in your community for it's future and **your** future (*Did we mention that employers love community philanthropic involvement and that while you are thinking of your future, you should know that over 800 Toronto businesses support United Way!*)
4. Community Service hours for graduation

How Do You Raise Money?

- Hold a Loonie Drive
- Use the Special Events Guide A-Z to get ideas
- Encourage your school to form a CN Tower Student Challenge Team

Loonie Drive

A Loonie Drive is an easy way to get your school participating.

Create a giant “bank” to hold all of the Loonies.

Why not make the bank look like your **school mascot**? Or a **giant piggy**? Or even get volunteers to be “**walking banks**”?

(double-sided tape is amazing stuff when applied to principals, quarterbacks, student council presidents and gym teachers!)

Think of how much you could raise if everyone in your school gave only \$1?



Special Events

Special Events held in your school serve two purposes:

- To raise money for youth-focused agencies and programs
- To create awareness for the cause (*in this case United Way Toronto*)!

Steps:

1. Use the Youthunited A-Z of Special Events to get ideas for your campaign
2. Decide how many volunteers you need to help you
3. Get permission from your principal
4. Advertise!
5. Host your event!



**Ask how your school can
win a Spirit Award!**

The CN Tower Climb Student Challenge



Since the CN Tower Climb is an awesome physical activity, why not encourage sports team captains or your phys-ed teachers to form a team?

Your school can raise lot's of money since the climbers can get pledges from people both inside your school (*teachers, fellow students, volunteers, etc.*) and outside (*parents, parent's co-workers, relatives, neighbours, etc.*)

United Way Toronto provides you with everything you need: pledge forms, posters – climbers even get a t-shirt for climbing and the chance to win some amazing prizes!

Where can you find help?

- All campaign tools can be found at

www.youthunited.ca:

- *Letters to Principal - template*
- *Media Release - sample*
- *Gift in Kind Request Letter - template*
- *A-Z of Special Events*
- *Logos*
- *Contact Info to book Agency Speakers and United Way Speakers*

- Go to United Way Toronto's website:

www.unitedwaytoronto.com

- Call the Sponsored Employee of Youthunited Campaigns (416-777-2001)

- Ask questions on the Youthunited Facebook group wall

What Do You Do When You Are Done?

- 1.Count the money you have raised!
- 2.Call the Sponsored Employee of Youthunited Campaigns to pick up your donations!
- 3.Plan a way to thank everyone who was involved:
 - *Donors*
 - *Volunteers*
 - *Teachers*

Don't forget to tell everyone how much you raised and **celebrate!**

Some Ideas To Announce and Thank: Announcements, School Newspaper, YouTube video, Facebook page, School website...



Things to Think About

Your committee should decide what your campaign is going to look like.

Determine these elements of your campaign:

- ***The fundraising goal?***
- ***How will you raise the money?***

Some other things to think about:

- ***Theme?***
- ***What special event(s) will you hold?***
- ***How will you let people know about the cause?***
- ***Whose help do you need?***
- ***How long will the campaign run for?***
- ***Whose permission do you need?***
- ***How can your school's community get involved?***

