

2020 United Way Campaign Launch

Ambassador Guide

Over the last two years United Way Waterloo Region Communities has kicked-off our yearly campaign with The March of 1,000 Umbrellas. In order to continue the community spirit that was so evident at the previous events, we are inviting you to join us on September 17th as we launch this year's campaign with a virtual event!

In order to generate virtual buzz we are asking for your support in engaging with our content on social media throughout the day. **For any social media you do be sure to use the hashtags #IAmTheOne & #UWWRCCampaignLaunch and tag us @UnitedWayWRC.**

You can help amplify our message and get involved by:

1. Following us on social media!

- Facebook: [@UnitedWayWRC](#)
- Twitter: [@UnitedWayWRC](#)
- LinkedIn: [@UnitedWayWRC](#)
- Instagram: [@UnitedWayWRC](#)

2. Sharing/Retweeting our posts

- *When sharing, it's great if you can add your own personal comments or message to bring your own personality and authenticity to the posts!*

3. Commenting on our posts & tagging others

- *You can tag people (by using the @ symbol) or organizations whose campaigns you are excited to see this year, or tag others in your life to challenge them to give to United Way!*

4. Sharing a photo(s) on the day

- *Whether you kicked off your Campaign before, on, or after September 17th, we would love to see social media posts of how you are supporting #UWWRCCampaignLaunch!*

Sample Social Media Posts (remember to tag us @UnitedWayWRC)

Feel free to copy & paste these, or create your own!

1. Today is the 2020 @UnitedWayWRC Campaign Launch! This year, we need each other more than ever which is why I'm proud to support United Way to empower a network of services that are helping build a stronger Waterloo Region! #IAmTheOne #UWWRCCampaignLaunch
2. I give to @UnitedWayWRC because _____. You can help support the causes you care about most in Waterloo Region through United Way: <https://ecommunity.uwaywrc.ca/ShopCause> #IAmTheOne #UWWRCCampaignLaunch
3. I support United Way because our community faces more than one issue, and we can be the ones to support more than one solution. Donating to @UnitedWayWRC helps people meet their basic needs, overcome mental health challenges, and so much more #UWWRCCampaignLaunch Learn more: <https://ecommunity.uwaywrc.ca/ShopCause>

More Resources:

- **NEW! 2020 Campaign Toolkit:** This toolkit contains everything you need to help you run a successful United Way campaign!
<http://www.uwaywrc.ca/campaign-toolkit/>
- **NEW! Donation Shopping Cart:** With our 2020 campaign, we are excited to also launch our new online donation platform which allows you to customize your donation and give to the causes you care about most!
<https://ecommunity.uwaywrc.ca/ShopCause>
- **Campaign Launch Web Page:** Here you can find a quick guide for how workplaces can support our 2020 United Way Campaign Launch!
<http://www.uwaywrc.ca/take-action/campaign-launch/>
- **Our Website:** www.uwaywrc.ca
- **Our Blog:** www.iamtheone.ca

Questions? Reach out and email us at: info@uwaywrc.ca!