



United Way GenNext and your Workplace Campaign

Young employees are socially conscious and community-minded. They want to support their community. United Way GenNext is here to help you engage your young employees in becoming the next generation of philanthropists through your United Way workplace campaign.

What is United Way GenNext?

GenNext is a United Way initiative that helps strengthen local connections for young workers and leaders, 35 and under, who are passionate about making a positive impact in their community. We call this group of philanthropists GenNexters. GenNext empowers like-minded people to connect, advocate for social issues, volunteer and give back.

What GenNext can do for you

United Way GenNext is led by a dedicated group of young, working leaders - our GenNext Cabinet - who lend their time and talents to help inspire other young workers and leaders to become change makers in their community. They're here to support you in engaging your young workers with United Way.

Here's how the GenNext Cabinet can help you with your United Way workplace campaign:

- Provide proven ideas on ways to engage young employees in your campaign
- Speak to your young employees as GenNext speakers
- Lend their support in sharing best practices and trouble shooting through challenges and issues you may run into in securing young employee support for your campaign

Our goal is to ensure you find success in running an all-in-one campaign, that is, a United Way workplace campaign that engages all your employees, young and old. We can help you do that.



Top 3 ways to engage young employees in your workplace campaign

- 1. Recruit them to join your team.** Inspire your brightest young leaders to play an active role in your United Way workplace campaign by inviting them to join your campaign committee. If possible, have them lead or co-lead activities, planning or coordination.
- 2. Plan exciting events and activities.** Leverage your young employees' creativity and have them bring forward fun events and challenges to incorporate into your campaign. This increases participation and maximizes staff engagement.
- 3. Communicate impact.** Share stories and examples of the impact their support will have on people in need. Engage them in volunteer opportunities offered by United Way, so they gain hands-on experience in making meaningful impact in their community.

The more engaged your GenNexters are in your United Way campaign, the deeper the connection they will build to their community and to understanding the social issues impacting our region.



United Way GenNext and your Workplace Campaign

Key benefits to engaging young employees in your workplace campaign

- Enhances your company's public brand image, which is important to GenNexters who prefer to work for or support socially responsible organizations.
- Companies' committed to corporate social responsibility attracts new employees and gives existing employees a reason to stay, facilitating staff retention.
- It shows your young employees your organization cares about its community and the efforts it's making to giving back.
- It gives young employees on your team the opportunity to demonstrate their diverse skills, while developing new skills outside of their normal workplace role
- Facilitates employee engagement, cross-departmental team building, camaraderie and collaboration.
- Allows young employees in your organization to gain a deeper connection with their community and its needs.



- Leverages the GenNexters' on your campaign committee's expertise in engaging their fellow co-workers.
- It gives your young employees a voice in your campaign, while being inclusive of everyone.

Keep your young employees engaged with United Way all year round by having them sign up for the United Way GenNext newsletter. By signing up, they'll stay up-to-date on GenNext and United Way news, opportunities, promotions, events and more.

To connect with our GenNext Cabinet on supporting your workplace campaign, email us at gennext@uwbc.ca.

To learn more about GenNext or to sign up for our newsletter, visit uwlm.ca/get-involved/.



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island