



WOMEN UNITED AMBASSADOR GUIDE

A MEMBER'S GUIDE TO HELP INSPIRE, EDUCATE, AND ENGAGE WOMEN MORE DEEPLY AS POSITIVE CHANGE AGENTS.

Thank you for being a force for good in Southern Maine. **As a member of Women United, you are leading critical work** that will positively influence single mothers' ability to meet basic needs, give their kids a strong start, and live longer, better lives.

As a mover and shaker in Southern Maine, **you are an influencer among your family, friends, colleagues, neighbors, and social network.** That means **you have the power to multiply your impact** beyond your own investment with Women United. By becoming a Woman United Ambassador and bringing more change agents into Women United, you ensure that we can continue to support the advancement of single mothers and their children in Southern Maine for years to come.

UNITED WAY
WOMEN UNITED



OVERVIEW

This guide offers instructions, advice, and best practices for your time as a Women United Ambassador. It includes:

- Links to sharable, customizable content, including:
 - Sample email copy
 - Social media post copy
 - Four storytelling videos about lives changed through Women United
 - Recommendations for using the content
- A sample schedule of suggested actions

HOW AMBASSADORS MAKE A DIFFERENCE

As a Women United Ambassador, you have the power to model passionate and compassionate leadership to other women here in Southern Maine.

We all rely on the opinions of family, friends, and colleagues to make decisions about what to purchase, who to hire, and what to watch and read next. We also use our social networks to decide if and how to give back to the community. By using your influential voice and reputation, you can persuade others to become positive change agents as part of Women United.

Growing our membership is more important now than ever before, as we work to help women and children here in Southern Maine around the country and the world recover from the effects of the pandemic and build stronger, more resilient futures.



HOW TO USE THE CONTENT

This guide provides a variety of content that you can share in different ways. You can use all of it, or choose the pieces that resonate the most with you. Feel free to customize the wording to better reflect your personality and beliefs.

For more guidance on using this content in your community, contact United Way of Southern Maine's Women United contact at womenunited@uwsme.org.

Email

The Women United Ambassador kit includes an email to share with your network. Scroll down to the Recommended Schedule section for guidance on when to send.

Best practice: Don't send these emails to your entire contact list. Instead, review your contacts and choose 10-20 women who would make good candidates for Women United. Candidates may be co-workers, customers, friends, family, neighbors or acquaintances from business or civic groups. When making your list, consider:

- Household Income/Wealth: Do you think this individual or couple would be comfortable with an annual donation of \$1000+?
- Involvement in the community: Have they shown an interest in giving back before? Are they already involved in other groups or charities? If not, do you think they would like to get more involved? Do they enjoy networking or developing and expanding their social circles?
- Personal connection: Is this someone you feel comfortable asking to give back? Do they respect and value your opinion and advice?

After you've narrowed down your list, we recommend sending an individual email to each person. Customize the wording as you see fit, using the provided sample language, and delete anything that doesn't make sense for you.

Social Media Posts

This kit links to four storytelling videos to share on Facebook, Instagram, Twitter, and LinkedIn, along with the text to post with each one.

For each post there is post copy that follows best practices in character limits as well as a video sized to the preferred dimensions of the channel. Sample posts can be found in the Appendix section of this guide. Here are step by step instructions on how to use the content for Facebook, Instagram, Twitter, and LinkedIn.

1. Choose your preferred social media channel.
2. Decide which story you would like to share: [Fatouma](#) or [Vivian](#).
3. Find the related social post and download links in the Appendix. Copy the text for the social post and download the video that corresponds to the social media platform that you're planning to utilize.
4. Open your social media app or login to your profile to create a new post.
5. Paste the copied text and upload the video from your device.
6. Post

Facebook and Instagram Stories

If you would like to post one of the three 15-second videos (See Appendix Links labelled "Stories") to Facebook or Instagram Stories please use the instructions below.

To post the Stories videos, follow these steps:

1. Download the video to your mobile phone.
2. Click + Create a Story at the top of your News Feed.
3. Click Create a Photo Story to upload the video.
4. Next to Your Story, you can click the audience selector (example: Public or Friends) to choose who can see your Story.
5. Click Share to Story.



JOIN TODAY

UNITED WAY
WOMEN UNITED



United Way
of Southern Maine

Women United is dedicated to building a diverse membership and encourage persons of all types of diversity to apply.

Sample Schedule

Here's a simple 5-week plan you can do anytime that uses your influential voice and reputation to invite others to become positive change agents as part of Women United. As a Women United Ambassador, feel free to share and personalize the emails and social media posts at a time that works best for you. But if you want guidance on the most effective schedule, here is what we recommend:

Week	Action	Link to Resources
Week 1	Post one of the 1 minute Project WIN Stories video on the social media platform of your choice	Appendix: Social Media Posts
Week 2	Send the email to your targeted list	Appendix: Email
Week 3	Share one of the 15-second Project WIN Stories videos on Facebook and/or Instagram Stories	Appendix: Social Media Posts
Week 4	Re-share the compilation video from United Way of Southern Maine on your social media channel of choice	Facebook Instagram LinkedIn Twitter
Week 5	Follow up with women from your email list who have yet to respond, asking if they would like to meet	

Simple Ideas to Try

Looking for other actions you can take to share the impact of Women United? Check out the ideas below.

Activation 1: Phone Calls and Texts

Call or text five friends, co-workers, or neighbors who might be good candidates for Women United. Ask if you can set up a time to video chat over coffee or drinks to tell them more about your involvement in Women United.

Activation 2: Social Media

Share your favorite memory from Women United on your social media channels. Include photos of yourself and other members in the post.

Activation 3: Virtual Gathering

Schedule a virtual dinner or drinks party on a weekend evening. Invite female friends, family members, co-workers, and neighbors who might be interested in Women United. After the initial small talk, ask everyone to go around and share something that has made them feel like a leader this past year. On your turn, share your experience with Women United.

Activation 4: Mentoring

Identify a younger female colleague who may be in need of mentoring or professional growth opportunities. Schedule a lunch (virtual or in person) to talk to them about their future plans. Share your experience with Women United.

Activation 5: Share other Project WIN Stories

If you feel comfortable, share the stories of the other women from Project WIN. Fatouma and Vivian all have incredible stories so why limit yourself to just sharing one! Find the pace that is right for you and keep posting the stories as well as liking, sharing and commenting on the stories shared through United Way of Southern Maine's channels.



THANK YOU

Thank you for making the commitment to being a Women United Ambassador for United Way of Southern Maine. By modeling what it means to be a positive change agent in our community, you inspire, educate, and engage the women around you. With all of us United, we amplify our impact in Southern Maine, ensuring bright futures for the women and children of our community. Thank you for stepping up!



Women United

womenunited@uwsme.org | (207) 347-2343

APPENDIX - CONTENT ASSETS

Email Copy

Use the email below to tell family, friends and others in your network about Women United and Project WIN. Feel free to update, add to, or delete parts of the email to fit your personal style.

Subject line

I'd like to share information on Women United with you

Body

Dear [FIRST NAME],

Have you ever felt like the world is out of your control? That nothing you do even makes a difference? I definitely have, especially during the craziness of this past year.

Thankfully, I've had Women United to show me that my actions do matter. That my choices make a difference in the lives of other people.

As a group of female leaders, givers, professionals, philanthropists, and change-makers, Women United supports programs here in Southern Maine that take a two-generational approach to advancing the lives of single mothers and their children.

(Seriously, you have to check out [this video](#) about how Women United is helping Fatouma and her five children overcome their challenges and succeed here in Southern Maine. Warning: It's tear-inducing!)

Stories like this make me realize that I am changing lives. And I'm proud of that. I remember it when my life gets hectic and time seems to be slipping through my fingers. I can and do change the world. And you can, too.

Would you consider sitting down with me over [coffee/drinks/lunch/video chat] to talk more about Women United? Being a part of this group of ambitious, audacious, AMAZING women has been one of the highlights of the past few years for me. I think you might end up feeling the same.

Let me know if you want to chat more about this. I'd love to share my experience with you. Plus, it would be great to catch up!

If you want to learn more right away, you can visit our website at www.womenunitedsm.org.

Hope you and your family are happy, healthy, and well! Talk soon!

Best,

[NAME]

APPENDIX - CONTENT ASSETS

♥ Social Media Posts

Get social! Use the post copy and videos below to share the message of Women United and Project WIN on your personal social media channels. For each post there is written copy that follows best practices in character limits as well as a video sized to the preferred dimensions of the channel.

Social Media Post A ([Fatouma's Story](#))

Facebook Post Copy A

I am so proud of Fatouma and all the other women like her. Join me as a member of Women United to change the lives of women and children here in Southern Maine. Learn more at womenunitedsm.org.

Instagram Post Copy A

Fatouma's story makes me tear up! I'm so proud to be able to help Fatouma and her kids succeed here in Southern Maine. Will you join me as a member of Women United? Learn more through the link in my bio. #LiveUnited #WomenUnited #ProjectWIN

Twitter Post Copy A

Women like Fatouma help make Southern Maine stronger. And women like you and me can help support them. Join me as a member of Women United. womenunitedsm.org #LiveUnited #WomenUnited

LinkedIn Post Copy A

Women United isn't just another line of my resume. It's a group that changes lives. Join me as a member today! womenunitedsm.org #LiveUnited #WomenUnited #ProjectWIN

Video Download Links

Every video has been formatted to fit the best size for individual social channels, ensuring that your post will look its best!

 [Video A - Facebook](#)

 [Video A - Instagram](#)

 [Video A - LinkedIn](#)

 [Video A - Twitter](#)

 [Facebook Stories A](#)

 [Instagram Stories A](#)

APPENDIX - CONTENT ASSETS

♥ Social Media Posts

Get social! Use the post copy and videos below to share the message of Women United and Project WIN on your personal social media channels. For each post there is written copy that follows best practices in character limits as well as a video sized to the preferred dimensions of the channel.

Social Media Post B ([Vivian's Story](#))

Facebook Post Copy B

We all want to give our children a great start and every opportunity for success. Women United is making that dream a reality for Vivian. I'm proud to be part of it. Learn more about us at womenunitedsm.org.

Instagram Post Copy B

Right here in Southern Maine, single mothers like Vivian are struggling to balance education, work, and child care. Women United is improving their chances, and their children's, too! Learn more about becoming a member through the link in my bio. #WomenUnited #LiveUnited #ProjectWIN

Twitter Post Copy B

Vivian believes in working hard for what she wants. And I believe we have a duty and a privilege to help her get there. Join me as a member of Women United to change lives here in Southern Maine. womenunitedsm.org. #WomenUnited #LiveUnited

LinkedIn Post Copy B

We all have education and career goals. Vivian does too. And Women United is helping her get there. Join our group of women leaders and givers! womenunitedsm.org. #WomenUnited #LiveUnited

Video Download Links

Every video has been formatted to fit the best size for individual social channels, ensuring that your post will look its best!

Facebook [Video B - Facebook](#)

Instagram [Video B - Instagram](#)

LinkedIn [Video B - LinkedIn](#)

Twitter [Video B - Twitter](#)

Facebook [Stories B](#)

Instagram [Stories B](#)