

Would you like to become a CW+ Ambassador?

Overview:

CW+ is looking for Trust colleagues to become CW+ Ambassadors to enhance the charity's outreach and impact. CW+ Ambassadors will promote the charity's activities and fundraising opportunities within the Trust. They will also provide valuable feedback and help to spread the word externally about the work of the charity when needed.

The goal is to increase awareness of our work, engage more patients, families and staff in fundraising initiatives, and direct potential donors to CW+, enabling the charity to have an even greater impact on Chelsea and Westminster Hospital NHS Foundation Trust. Active participation is essential for this role.

What are the benefits?

- A sense of satisfaction from supporting CW+ and therefore contributing to positive change within the Trust.
- Ongoing support from the CW+ team.
- A CW+ ambassador badge to proudly display your involvement.
- Opportunities to connect with fellow Ambassadors through lunches and learning sessions.

What would you do as a CW+ Ambassador?

- Speak knowledgeably about the charity's work and the difference it is making.
- Promote the CW+ Grants Programme to colleagues and other Trust staff.
- Spread the word about the CW+ Arts for All programme.
- Direct grateful patients and families to the CW+ team, providing information on how to donate or get in touch with us.
- Encourage colleagues to get involved in CW+ challenge events and other planned fundraising initiatives, or spearhead your own fundraising activities.
- Signpost willing patients or families to the charity to be case studies to bolster our fundraising.
- Share suggestions of how to help the charity improve the way it engages with Trust staff.
- Participate in cheque presentations and donor visits at the Trust and represent CW+ at external events such as school assemblies (optional). This not only allows you to learn about our amazing supporters and the impact they are having, but also provides a chance to develop your public speaking and networking skills.

CW+ Ambassador terms:

- Your involvement as a CW+ Ambassador must be approved by your manager. We will ask for their details when you apply, and then email them for confirmation.
- Please notify the CW+ Team if you no longer wish to be an ambassador or you are leaving the Trust.

For more details and to access the expression of interest form, please email charity@cwplus.org.uk with the subject 'CW+ Ambassador'.