United Way TEAM NFL: Program Description

Forty years ago, America’s education system ranked NUMBER ONE in the world. Today, we’ve fallen to 21st, largely due to the country’s escalating dropout rate. United Way is teaming up with NFL players to tackle America’s high school dropout rate through a flagship volunteerism program – United Way TEAM NFL.

How can YOU be involved in the historic movement? Become a United Way TEAM NFL Student Representative!

United Way TEAM NFL Student Representative

By accepting this position, you are committed to representing/assisting an NFL player on his mission to recruit 3,000 volunteer readers, tutors or mentors towards the ultimate United Way TEAM NFL goal, which is to recruit 99,000 volunteers for students by 2014. As part of a dedicated “team” of players, United Way staffers and other college student representatives, your role on UW TEAM NFL is to tap into your own creativity, ingenuity, social skills and reach and individual expertise to drive your player’s initiative and help him meet his goal. This is your opportunity to build your resume AND develop an incredible network — all while contributing to a great cause!

Specific Responsibilities

- Engage campus community to recruit volunteers.
- Leverage social media to promote UW TEAM NFL and recruit volunteers.
- Maintain a weekly blog to track progress.
- Communicate with campaign managers on a regular basis.
- Work closely with other UW TEAM NFL Student Representatives via social media and phone.
- Foster a relationship with your local United Way and assigned United Way TEAM NFL Player and team representatives when possible.
- Develop replicable volunteer recruitment strategies.
- Contribute articles to USA TODAY College, publicizing volunteer recruitment efforts.
- Travel to local areas for specific events, if possible.
- Recognize your potential for success and make this experience your own!

Level of Knowledge, Skills and Abilities

- Extremely creative and independent
- Extremely motivated, goal-driven, and task-oriented
- Excellent project management and customer relations skills via phone and Internet
- Excellent written and verbal communications skills
- Strong multi-tasking capabilities and organizational skills
- Strong social media platform(s) and reach
- Strong interpersonal skills
- Must be a self-starter and team player
United Way TEAM NFL: Application

2013 marks the 40th anniversary of the partnership between the National Football League and United Way, and the final season of the United Way TEAM NFL initiative, which includes a group of NFL players committed to helping United Way cut the high school dropout rate in half by recruiting 99,000 volunteer readers, tutors and mentors by June 2014. With your help as a United Way TEAM NFL Representative for a specific United Way TEAM NFL Player, we can celebrate this milestone in the NFL-United Way partnership, promote the charitable efforts of NFL players and assist them in reaching their volunteer recruitment goals!

Requirements

- Must be committed to fully executing responsibilities and possess the passion, skills and capabilities listed in this Program Description
- Must be active on social media and knowledgeable in the industry
- Must be located in an NFL Market (city or neighboring city of an NFL team) during the 2013 NFL season
- Must be an incoming Sophomore, Junior or Senior in College
- Must complete entire application below by July 9, 2013. Priority may be given to those who choose to apply earlier. Provide consent for a criminal background check and email required information to patrick.creedon@uww.unitedway.org

Application

Please include the following information in the body of your email:

Name: 
School: 
Year in School: 
Major: 
Phone Number: 
NFL Market: 
Facebook URL: 
Twitter Handle: 
Instagram Name: 

Please print, sign and fax the Authorization and Release form to PK Creedon at 703.549.9152.

Please attach the following two documents to your email:

- Resume
- Answer to free response question below

Free Response:

This position will require you to be creative and establish new and engaging methods to recruit volunteers in your community. In no more than 750 words, please develop and explain a possible volunteer recruitment event, idea or campaign that can be replicable in any NFL market.

For more information please visit www.unitedway.org/team-nfl or contact PK Creedon with specific questions at patrick.creedon@uww.unitedway.org
AUTHORIZATION AND RELEASE

Program: United Way Team NFL

I, __________________________, of _______________________
(name – please print) (address)

____________________________
(city, state)

1. I hereby release UWW and its respective affiliated companies, subsidiaries, member organizations, agencies, and their respective officers, directors and employees and the NFL and their respective affiliated companies, subsidiaries, member organizations, agencies, officers, directors and employees from any and all liability whatsoever under any theory of law, including contract or tort, and any claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Program, including participation or travel to any Program-related activity.

2. It is understood that the Program may include activities that pose risk of personal injury.

3. I hereby authorize and consent that United Way Worldwide, a not-for-profit corporation, its legal representatives, successors or assigns, shall have the absolute right to copyright, publish, use, sell or assign any and all quotes, written remarks, stories, photographic images, case studies, or any part thereof, they have taken from or made of me or in which I may be included in whole or part, whether apart from in or connection with, illustrative or written printed matter, story or news item, press release, motion pictures, television or radio spots, video footage, world wide web published, or for publicity, advertising or any other lawful purpose whatsoever, in conjunction with my own or a fictitious name, or in reproductions thereof in color or otherwise.

4. I hereby waive all claims for any compensation for such use or for damages.

5. I hereby waive any right that I may have to inspect and/or approve the finished product or the advertising copy that may be used in connection therewith or the use to which it may be applied.
6. I hereby warrant that I am of full age and have the right to contract in my own name in the above regard. I state further that I have read the above authorization and release, prior to its execution, and that I am fully familiar with the contents thereof.

7. I hereby acknowledge that the Program is an alcohol and drug-free program, which prohibits alcohol consumption or illegal or irresponsible drug use by anyone, regardless of age while participating in any Program activity. I understand that if I do not adhere to this policy that I will not be eligible for any further participation in the Program.

8. I hereby acknowledge that I understand that any violation of these and other participation requirements I have previously signed, or any behavior on program volunteer that may bring such participant or United Way into disrepute (in United Way’s sole discretion) will result in my disqualification as a Program volunteer and all privileges as a program volunteer will be immediately terminated.

Date: ______________________________

Signature: __________________________

Printed Name: ______________________