

Welcome to the Carnegie Mellon United Way Team!

As a team captain in CMU's 2024 United Way Campaign, you are an integral part of a special group of volunteers dedicated to making our community a better place for everyone.

The campaign offers you and your colleagues across campus the opportunity to be a part of something larger than themselves. Whether this is your first time as a team captain or you are a seasoned veteran, this toolkit will help you through the campaign process. The information contained here will help you enjoy a more successful and inspiring United Way Campaign.

Our campaign co-chairs are:

- Angela Blanton, Vice President for Finance and Chief Financial Officer
- Dr. James Garrett, Provost and Chief Academic Officer

The committee chair is:

- [Todd Rosignoli](#), Assistant VP of Learning and Development, Office of Human Resources, 412-268-8658

I hope that sharing the United Way message will be a meaningful experience for you. If you have questions about anything in this packet, please contact me. Thank you so much for being a part of the CMU United Way team. Together, person by person, we can make lasting change.

Sincerely,

Todd Rosignoli
United Way Committee Chair

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



Why United Way?

United Way improves lives by mobilizing the caring power of communities to advance the common good. We envision a world where every community is a strong one, with jobs that pay a livable wage, good schools and a healthy environment. We engage people and organizations in innovative solutions that are transforming that vision into reality.

Making an Impact with United Way:

- Giving to United Way is an easy way to impact lives in our community.
- Your donation addresses the key issues affecting the entire community.
 - \$1/week provides 2 nights of housing in a cold weather shelter.
 - \$2/week supports efforts to increase registration for an entire kindergarten class.
 - \$3/week connect 10 callers to critical help through United Way's 211 service.
- Your donation stays local, going to United Way in your home zip code.
- Policy and funding decisions are made by local volunteers.
- Your donation can be payroll deducted.

How to Give

The CMU United Way Pledge Form and instructions are available on [CMU's United Way Campaign page](#).

- **Throughout the year, financial donations can be made using a [pledge form](#)** that allows payroll deductions, Bill Me (donations of \$50 or more, designate frequency), check or credit card (call United Way at 412-456-6750 to provide card information).
- **During the annual United Way campaign, an ePledge option will be available** on the website that will allow employees to contribute via payroll deduction or adjust the existing deductions, make a one-time donation via credit card and/or donate via credit card to participate in a campaign event
- Donors using either method can designate a specific organization for their donation. Refer to the [Regional Code Book \[pdf\]](#) for a listing of Contributor Supported Agencies.

Team Captain Responsibilities and Timeline

CMU's United Way Campaign will run from February 12 to March 22, 2024. As a team captain, you will:

- Promote the campaign in your college/divisional area
- Educate colleagues about how United Way makes our community better
- Partner with the committee to encourage participation
- Inform employees about how to give (ePledge or forms)
- Thank employees who have participated
- Encourage leadership to support the campaign
- Participate in events and committee meetings
- Provide ongoing feedback about the campaign and ways to improve for the future

This guide provides some ideas to encourage participation and draft communications that you can modify for a leader in your area or for your own use.

Campaign Timeline:

- **By February 2:** As applicable, identify colleagues who can support your work as team captain.
- **By February 9:** Plan a United Way Campaign informational session for colleagues in your college or division, or send a communication right before or after the start of the campaign that highlights:
 - Why United Way?
 - Ways to give
 - Upcoming campaign events
 - You can also distribute the following to your colleagues:
 - [Campaign Manual \[pdf\]](#)
 - [Campaign Posters \[pdf\]](#)
 - [Campaign Overview \[pdf\]](#)
- **Between February 12 and March 22:** Plan virtual or in-person events that will increase awareness about the campaign and/or encourage colleagues in your college or division to donate (see next section for activity ideas).
- **At the end of the campaign (on or directly after March 22):** Plan an event or activity to thank those who helped you and anyone who donated.

Campaign Activity Ideas and Best Practices*

Your United Way Campaign can energize and bring people together under a common cause. The more you educate people about United Way and have fun doing it, the more success you are likely to have. There are many ways to foster engagement via on-campus and virtual activities.

Campus-wide Events: The list below represents events planned by the Campaign Committee for the benefit of all. You can encourage your college or division to participate in these events, and your support promoting them will make them more successful. Contact the [committee chair](#) with any questions on this year's activities.

- **Virtual Trivia Tournament:** Held via Zoom on February 21 and March 20 and hosted by the Campaign Committee. Participants donate \$5/event to compete or \$2/event to watch the competition. Winners receive a small (\$25 or less) prize. This is a great way to represent your college or division and build team spirit.
- **Step Challenge:** Hosted by the Campaign Committee, this activity will allow campus members to track their steps weekly. To compete, participants donate \$5/week or \$25 all six weeks. They will be required to track and record their steps (refer to the United Way website for the link). Weekly winners receive a small (\$25 or less prize). Please note that steps will not be cumulative, and no one can win more than once. This is a great way to support the cause and promote wellness.
- **Food Truck:** The Campaign Committee will provide additional details soon and post information on the United Way website.
- **Sarris Candies** offers a contactless online fundraising option. Supporters can visit the Sarris website, enter our group ID#, choose from hundreds of Sarris products and place their order. Orders will be shipped directly to customers, and we will earn 25% profit for every online order.
 - GROUP ID# 10-3964 (CMU UNITED WAY CAMPAIGN OF SWPA)
Available: 1/10/24 THRU 3/22/24

Campaign Activity Ideas and Best Practices*

Team-Specific Events: Below is a sampling of approved fundraisers and events that have been successfully implemented at CMU:

- **Fundraising Sale:** Partner with a vendor to sell products, with CMU's share of the proceeds going to United Way. Suggested vendors:
 - In addition to online sales, [Sarris Candies](#) offers the option to purchase chocolate bars and pretzel rods in bulk for in-person sales, which can earn up to 75% profits for United Way (depending on what you choose to charge). You can also purchase cases on your own; delivery is free for purchases of 24+ boxes.
 - [Krispy Kreme](#) offers a contactless online fundraising option which allows you to sell original glazed dozens virtually to friends and family and distribute redemption codes via email. Their in-shop option allows you to pre-sell and purchase only as many products as you need and then distribute to supporters.
 - [Tambellini](#) offers re-heatable meals made locally with high quality ingredients. Place your group's order online and earn up to 40% profit. Tambellini will deliver free of charge (on most orders) to you for distribution.
 - [Prantl's Bakery](#) offers in-person fundraising sales of seasonal baked goods, including their famous burnt almond torte.
 - [Pittsburgh Pierogi Truck](#) offers in-person fundraising sales of locally made pierogi. Place your group order, select a delivery date, and they will deliver to you for distribution. The more pierogi you sell, the higher your profit margin.
 - [Tropicals Plus LLC](#) offers seasonal plant sales for up to 40% profit. Supporters place their order during the campaign, and flowering plants are delivered later in the spring (based on type of plant).
 - [Driven Coffee Company](#) offers coffee, tea, hot cocoa mix and snacks, with both in-person and virtual ordering options. For in-person sales, you collect orders from your group, and they are delivered to your location for distribution. For virtual sales, you share the link with your group, and supporters can order online to have products shipped directly to them.
- **Events or contests:** Below is a sampling of events or contests that have previously been successful at the university. Please note that while you are encouraged to come up with creative and engaging events to raise money in your college or division, some types of events and prizes are legally prohibited at the university, as noted in this section.

Campaign Activity Ideas and Best Practices*

- Step Challenge/Athletic Challenge: Employees make a donation to enter, then use a survey to log their steps over a period of time. Weekly winners and overall winner receive a small (under \$25) prize; participants can only win one weekly prize.
- Cutest Pet (or Other) Photo Contest: Donate \$5 to enter and \$5 to vote. The top three vote getters receive a small (under \$25) prize.
- Sporting Event — Predict the Winner Contest: Participants make a donation upon entry to the contest and make their predictions about a sporting event of your choice (e.g., March Madness). NO PRIZES are awarded — the winner is just acknowledged as the winner and has “bragging rights” as champion and even those who do not donate must be allowed to participate.

Important Notes about Activities and Prizes:

Please keep the following limitations in mind to help to ensure that all campaign activities align with legal and university policy. Please reach out to [Todd Rosignoli](#), campaign chair, with any questions.

Acceptable prizes:

- Gifts under \$25 in value
 - \$75 if items donated
- CMU swag
- Bragging rights

Prizes to avoid:

- Cash or gift cards (tax implications)
- Gifts over \$25 in value
- Alcohol

Non-permissible fundraising activities:

- Raffles (cannot advantage those who donate over those who do not, so any raffle must offer an option to participate WITHOUT a donation)
- Sports betting contest where cash or other prizes would be awarded (regardless of value of prizes; award can only be bragging rights, otherwise this is considered gambling)
- Anything that could be construed as a game of chance or gambling
- Any language related to “chance to win” in your contest promotions

***Please Note:** All costs to administer activities are the responsibility of your college or division.

Resources

- [CMU's United Way website](#)
- [United Way of Southwestern Pennsylvania](#)
- **Committee Chair:**
 - [Todd Rosignoli](#), Assistant VP, Learning and Development, Office of Human Resources, 412-268-8658
- **United Way Engagement Manager**
 - [Megan Musante](#), 412-456-6735
- **Appendices**
 - Draft Leadership Communication
 - Campaign Flyer

Draft Leadership Communication

Dear Colleagues,

CMU's 2024 United Way Campaign is underway. The university has a long-standing tradition of partnering with United Way of Southwestern Pennsylvania to support life-changing services and programs in our community. Please consider supporting United Way's important work by making a donation.

This year's campaign runs from February 12 to March 22, 2024. You can visit the [United Way Campaign website](#) to donate by means of a one-time gift or through a continuing payroll deduction. The ePledge site also provides the ability to donate via credit card. Even small amounts can make a significant difference in helping United Way ensure all members of our community can meet basic needs, move toward financial stability and build success in school and life.

Your contribution will help make CMU's 2024 United Way Campaign a success and, in doing so, will have a positive and lasting impact on our region's most vulnerable residents.

Thank you for supporting United Way.

Name

Title

2024 United Way Campaign

Ways to Give

Financial donations can be made via payroll deduction, credit card or check, or you may choose to be billed (for gifts of \$50 or more). Refer to the [Regional Code Book \[pdf\]](#) for a listing of Contributor Supported Agencies.

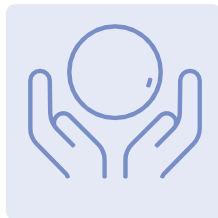
1. Use the ePledge website (payroll or credit card donations) during the campaign (refer to the [CMU United Way website](#) for details).
2. Complete a [pledge form \[pdf\]](#) and follow the guidance on the form.

Why Give?



MEETING BASIC NEEDS

Through United Way's PA 2-1-1 Southwest human service hotline, we connect people at times of crisis with immediate and essential needs such as shelter and food, as well as helping families keep utilities on during tough financial times.



MOVING TOWARD FINANCIAL STABILITY

We help working families and individuals get through short-term instability and create a path toward a more sustainable, secure life by providing practical tools and assistance with things like securing child care, transportation, and free tax prep assistance.



BUILDING SUCCESS IN SCHOOL AND LIFE

Every child deserves an opportunity to succeed in school and in life. United Way works to level the playing field and address long-standing disparities for educational opportunities that often fall along racial lines.

www.cmu.edu/hr/united-way