



Carnegie Mellon University

United Way Team Captains: Campaign Launch Meeting

Office of Human Resources

January 22, 2024

Agenda

- Welcome and Thank You
- Introduction: Megan Musante at United Way
- Roundtable Introductions
- Why United Way?
- United Way at CMU and 2023 Goals
- Team Captain Information: Model, Team Captain Packet and Campaign Committee Contributions to Your Success
- Questions and Thank You
- Appendices: Campaign Team and Team Captains

Welcome & Thank You

Introduction

Megan Musante

Corporate Engagement Manager – Level 2, United Way

Megan.Musante@unitedwayswpa.org

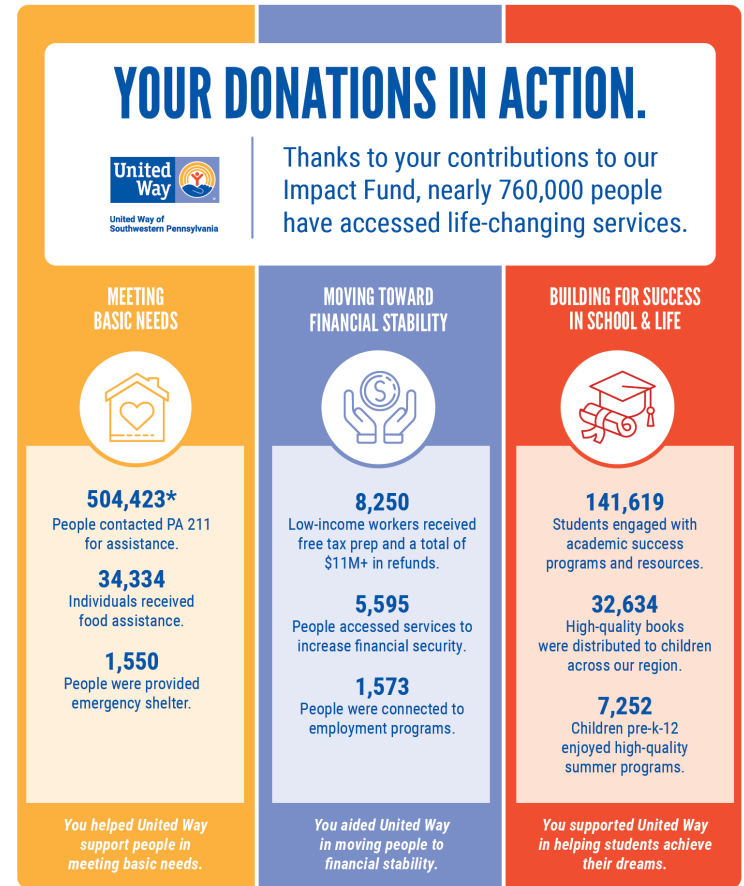
412-456-6735

Roundtable Introductions

- Your name
- Your department
- If you're new, why are you volunteering for the United Way Campaign?
- If you're a veteran, share why you're returning this year OR something from last year's campaign that was a lesson learned.

Why United Way?

- United Way — the world’s largest privately-funded nonprofit organization — engages with nearly 1,800 communities across more than 40 countries and territories worldwide.
- For over 100 years, individuals and families have turned to United Way — to meet their basic needs, move them toward financial stability and build success in school and life.
- Carnegie Mellon University has been partnering with United Way of Southwestern Pennsylvania for over thirty years to help address the critical needs of our community.

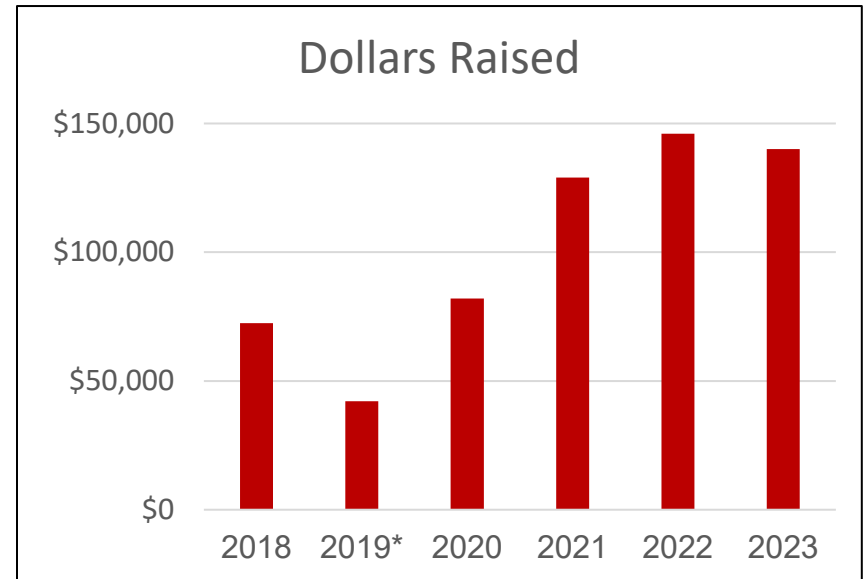
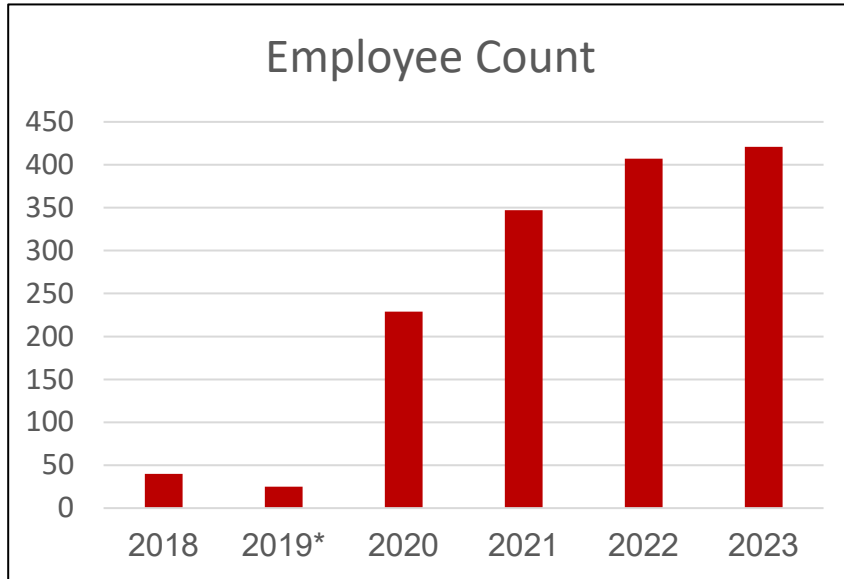


Make a bigger impact. When you give through your workplace campaign, please specify United Way’s Impact Fund. Find out more at uwsdpa.org

Results are from June 1, 2022 to July 31, 2023. *Numbers reflect that United Way of Southwestern PA’s 211 resource navigators handle call volume for all of southwestern, northeast and southeast Pennsylvania.

United Way at CMU

The 2023 campaign did not have the increases that we've experienced in recent years, but still raised \$140,000 and involved 421 donors.

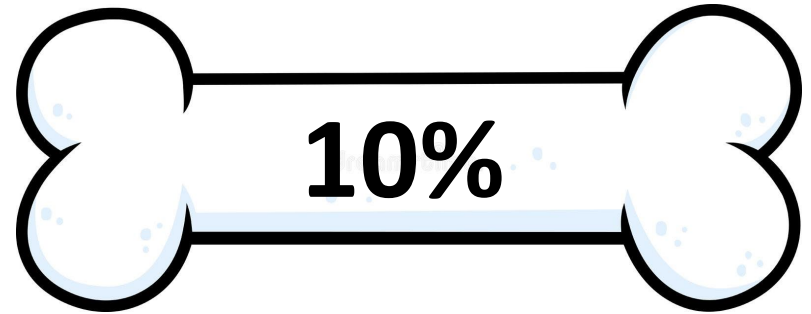


**While some donors chose to give in 2019, there was no active campaign due to timing of university campaigns.*

2024 Goals

The symbol of our 2024 will remain Scotty Dog and his bone.

Carnegie Mellon University
TARTANS

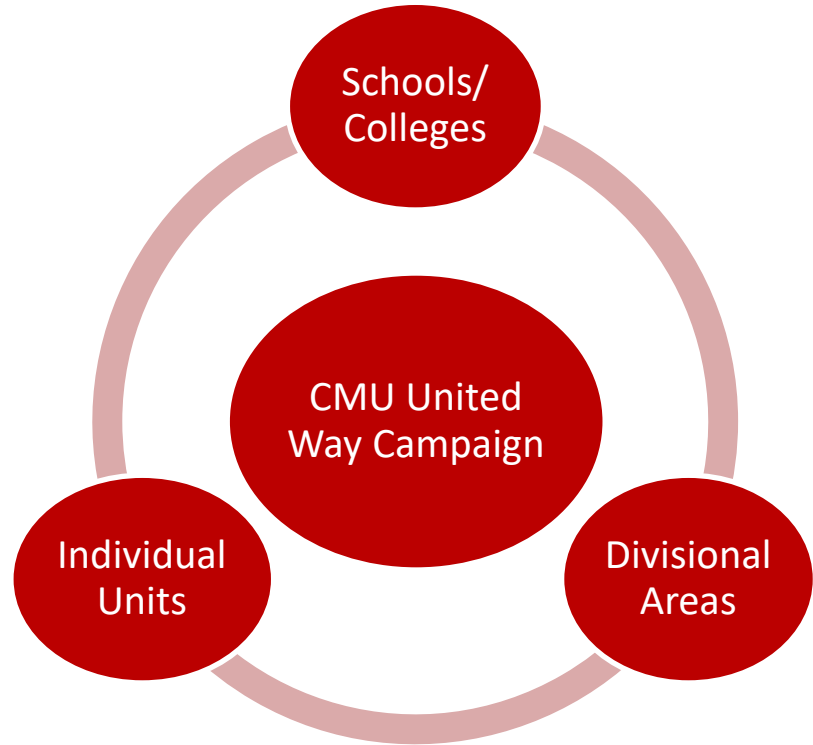


**10% increase in participation
(463)**

**10% increase in donations
(\$154,000)**

Team Captain Model

Teams in each college and divisional area work together to ensure a great United Way Campaign.



Team Captain Packet

- The team captain packet has everything you need to help champion the United Way Campaign in your area.
- **As a team captain, you will:**
 - Leverage the team captain packet and the campaign committee to support your efforts
 - 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 form)
 - 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

Committee Contributions to Team Captain Success

- The team captain packet with campaign event suggestions (virtual and in person), brochures and sample flyers, communication templates, general guidance and resources
- Centralized communications:
 - Campaign launch email from President Jahanian (February 12)
 - Co-chair emails (February 14, March 6, March 20)
 - Piper articles (various articles starting February 8)
 - Stakeholder meetings and cascaded messaging (Executive Management Team, University Leadership Committee, Staff Council, Employee Resource Groups, HR Ambassadors)

Committee Contributions to Team Captain Success

- Campus-wide events:
 - Virtual trivia on February 21 and March 20 (virtual)
 - Campus-wide step challenge (virtual)
 - Sarris candy sales (website)
 - Food truck – more to come – targeting February 28, 11 am – 2 pm (in-person)
 - Jersey Mike’s promo (still investigating)
- Centralized campaign website with ePledge link and guidance

Questions &
Thank You

Appendix: United Way Campaign Committee

The Office of Human Resources is again serving as the sponsoring organization, leveraging a campaign committee led by Todd Rosignoli.

Campaign Committee:

- Todd Rosignoli (Committee Chair)
- Stephanie Longmire (Payroll Interface, Campaign Support)
- Heather Wainer (Communications, Website, Campaign Support)
- Tracy Montgomery (Campaign Support)
- Becca Naughton (Campaign Support)
- Nadine Hobeck (Campaign Support)
- Lara Sullivan (Campaign Support)
- Star Broadus (Campaign Support)
- Meghan Shafer (Campaign Support)
- Megan Musante — United Way Liaison

Appendix: Team Captains

Division/College	Team Captain
Advancement	Emily Callahan
CFA	
CIT	Daniel Giammatteo
Computing Services	Sarah Suiter Elizabeth Roberts
Dietrich	Jeanne Crichlow
ETC, Libraries, IDeATe	Kelly Woessner
Finance	Carey Libertini
FIRM	Shannon Wetzel Randi Uhler Kacey Byrne-Houser
Heinz	Annie Julian

Division/College	Team Captain
Mellon College of Science	
OHR, OGC	Todd Rosignoli
Provost/Enrollment Services	John Papinchak
Research	Glennen Greer
SCS	
SEI	Rob Rosenstein
Student Affairs	Kate Ickes
Tepper	Steve Pajewski
University Comms & Marketing	Jeanine Headley