2020 UNITED WAY CAMPAIGN

February 17 – March 27, 2020

TEAM CAPTAIN MATERIALS
Welcome to the Carnegie Mellon United Way Team!

As a team captain in CMU’s 2020 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 2020 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 leadership co-chairs are:
- Angela Blanton, Vice President for Finance and Chief Financial Officer
- Dr. James Garrett, Provost and Chief Academic Officer

The committee co-chairs are:
- Ellie Monaco     Phone: 412-268-1942
- Everett Tademy   Phone: 412-268-1018
- Email: emonaco@andrew.cmu.edu  Email: et19@cmu.edu

We 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 us. Thank you so much for being a part of the CMU United Way team. Together, person by person, we can make lasting change.

Sincerely,

Ellie Monaco     Everett Tademy
Senior Director, Learning and Development  AVP, HR – Equal Opportunity Services
United Way Campaign Co-Chair  United Way Campaign Co-Chair
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.
- Your donation stays local, going to the United Way in your home zip code.
- Policy and funding decisions are made by local volunteers.
- A gift to United Way is a clear expression of your concern for your fellow citizens.
- Your donation can be payroll deducted.

Introduction and Team Captain Responsibilities

CMU’s United Way Campaign will run from February 17 to March 27, 2020.

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
- Provide employees with pledge forms so they know where and how to give
- 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.
By January 24, 2020: Identify two to three colleagues who can support your work as team captain.

By February 7: Plan and schedule a United Way Campaign informational session for colleagues in your college or division to occur right before or right after the start of the campaign to help them understand:
- Why United Way?
- What a dollar can do
- Ways to give

Between February 7 and March 27: Plan events that will increase awareness about the campaign and 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 27): Plan an event to thank those who helped you and anyone who donated.
Your United Way Campaign can be energizing 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.

- **Bake Sale (or chili or soup cook-off)**: Have employees donate baked items (homemade or store bought) and sell them at a United Way Bake Sale where staff, faculty or students can purchase baked items.
  - Volunteers bake items that can be easily portioned
  - Have small containers available for purchase ($5?)
  - Attendees fill containers with desired baked goods (or chili or soup)

- **Book Sale**: Employees donate their gently used books, DVDs and CDs for an employee book sale.

- **Candy Messages**: As part of campaign, print messages on colored paper with campaign updates, words of encouragement, United Way statistics and/or words of thanks. Attach pieces of candy, mints, packs of gum, etc., and leave on employees’ desks.

- **Donation Incentives***: All donations on a given day or week are eligible to win:
  - Pizza party for their team (up to a certain number of people)
  - Lunch with a college or division leader
  - Small gift cards to local eateries
  - CMU promotional items
  - Sport team promotional items

- **Experiences Auction**: Create packages of experiences that employees can donate AND bid on at a special college auction. Experiences could include fishing trips, dinners or movie tickets. Employees can also auction their special services: cooking a special dish, singing at a wedding/party/special event, lawn mowing, changing car oil, babysitting, washing cars or washing windows.

- **Grand Finale Coffee Break***: Employees gather for coffee and doughnuts to announce the final results of your college or division’s United Way Campaign.

- **Harvest Festival**: Employees bring items from their home gardens (plants, fruits, vegetables, bouquets of flowers) to be purchased by employees with proceeds going to United Way.

- **Photo Contest**: Employees bring in a favorite baby or pet picture labeled with their name on the back. Pictures are numbered and posted on a bulletin board. Employees purchase a $5 chance to match co-workers with baby/animal pictures. The employee with the greatest number correct wins a prize.

*Please Note: All costs to administer activities are the responsibility of your college or division.*
• The CMU United Way Pledge Form (below) and instructions are available online at https://cmu.edu/hr/united-way/.
• Financial donations can be made through payroll deduction, Bill Me (donations of $50 or more, designate frequency), check or credit card (call United Way at 412-261-6010 to provide card information).
• Donors can designate a specific organization or target group for their donation. Refer to the 2019 Regional Code Book [pdf] for a listing of Contributor Supported Agencies.
What a Dollar Can Do?

The Common Good takes all of us. Supporting United Way makes a big difference in our community.

$10 a week
Provides one woman with safe, supportive housing for two weeks.

$8 a week
Helps one senior prevent a deadly fall or accident.

$6 a week
Helps eight families get started financially planning for their child with a disability.

$4 a week
Helps support efforts to significantly increase on-time kindergarten registration for 14 children.

$2 a week
Will give food and shelter to a homeless person.
Resources

- **CMU’s United Way website:** [https://cmu.edu/hr/united-way/](https://cmu.edu/hr/united-way/)
- **United Way of Southwestern Pennsylvania:** [https://uwswpa.org/learn-about-us/](https://uwswpa.org/learn-about-us/)
- **Leadership Co-Chairs**
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- **Appendices**
  - Draft Leadership Communication
  - Campaign Flyer
Dear Colleagues,

CMU’s 2020 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 17 to March 27, 2020. You can visit the 2020 United Way Campaign website to donate by means of a one-time gift or through a continuing payroll deduction.

Even small amounts can make a significant difference. For example, $2 a day can feed and shelter a homeless person. However, while the focus of the campaign is to solicit donations, United Way also facilitates many volunteer opportunities. So, if a monetary contribution isn’t within your budget this year, consider donating your time instead.

Your contribution will help make CMU’s 2020 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 with your donation of time and/or money.

Name
Title
2020 United Way Campaign

Ways to Give

Financial donations can be made via payroll deduction or check, or you may choose to be billed (for gifts of $50 or more). Refer to the 2019 Regional Code Book [pdf] for a listing of Contributor Supported Agencies.
1. Submit your pledge using the U-Pledge for Good website — visit the CMU United Way website for details.
2. Complete a pledge form [pdf] and submit it to the HR Service Center.
3. Volunteer your time. Learn about volunteer opportunities through United Way.

Why Give?

- $10 per pay provides one woman with safe, supportive housing for two weeks.
- $8 per pay helps one senior prevent a deadly fall or home accident.
- $6 per pay helps eight families get started financially planning for their child with a disability.
- $4 per pay helps support efforts to significantly increase on-time kindergarten registration for 14 children.
- $2 per pay will give food and shelter to a homeless person

www.cmu.edu/hr/united-way