

**Carnegie
Mellon
University**

2021 UNITED WAY CAMPAIGN

February 15 – March 26, 2021

TEAM CAPTAIN MATERIALS

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™



Welcome to CMU's United Way Team!

Welcome to the Carnegie Mellon United Way Team!

As a team captain in CMU's 2021 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 2021 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](#), Senior Director 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

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 15 to March 26, 2021.

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.

Timeline of Campaign Events for Your College or Division

By February 1: Identify two to three colleagues who can support your work as team captain.

By February 12: 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
- You can also distribute the following to your colleagues:
 - [United Way's Response During COVID-19 Pandemic](#)

Between February 15 and March 25: Plan virtual 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 26): Plan an event to thank those who helped you and anyone who donated.

Campaign Activity Ideas*

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. While COVID-19 restrictions prevent us from hosting events on campus, there are several ways to foster engagement via virtual events.

- **Team Mascot/Slogan Contest:** Rally and motivate members of your college/division by selecting a mascot and/or a motivational quote. At the end of the campaign, one college or division will be recognized for their creativity. Entries should incorporate the college/division name, mission or values.
- **Fundraising Sale:** Partner with a vendor to sell products, with CMU's share of the proceeds going to United Way. Suggested vendors:
 - [Krispy Kreme](#) offers multiple options for fundraising. Their new contactless online fundraising option Digital Dozens 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 house made items from scratch made with high quality ingredients, perfect for quick meals that can be easily reheated. You receive up to 40% of the profit and Tambellini will deliver free of charge (on most orders) to you for distribution.
 - [Sarris Candies](#) offers a contactless fundraising option, 100% online. Supporters can visit the Sarris website, enter your group ID#, choose from hundreds of Sarris products and place their order. Orders will be shipped directly to customers, and you can earn 25% profit for every online order.
- **Master Class Educational Presentations:** Have employees volunteer to share a special skill or talent, and charge a \$5 donation to participate in a virtual lesson.
- **Artist Showcase:** For a \$5 donation, employees enter an art contest. Colleagues vote for best art, and the winner gets a prize.
- **Donation Incentives:** All donations on a given day or week are eligible to win a small prize, such as a gift card to a local eatery.

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

- **Experiences Auction:** Create packages of experiences that employees can donate AND bid on at a special college auction. Experiences could include fishing trips, takeout dinners or drive-in 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.
- **Step Challenge:** Employees make a donation to enter, then log their steps over a period of time to win prizes for most steps in one day, most steps overall, biggest increase, etc.
- **Photo Contest:** Employees submit a favorite baby or pet picture. Pictures are numbered and shared with the team. Employees purchase a \$5 chance to match co-workers with baby/animal pictures. The employee with the greatest number correct wins a prize.
- For even more event ideas, view the [United Way's Fundraising Events Catalog](#).

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

What a Dollar Can Do?

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

\$5 a week

Provides one woman with safe, supportive housing for two weeks.

\$4 a week

Helps one senior prevent a deadly fall or accident.

\$3 a week

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

\$2 a week

Helps support efforts to significantly increase on-time kindergarten registration for 14 children.

\$1 a week

Will give food and shelter to a homeless person.

Resources

- **CMU's United Way website:** <https://cmu.edu/hr/united-way/>
- **United Way of Southwestern Pennsylvania:** <https://uwsdpa.org/learn-about-us/>
- **Leadership Campaign Co-Chairs:**
 - Angela Blanton, Vice President for Finance and Chief Financial Officer
 - Dr. James Garrett, Provost and Chief Academic Officer
- **Committee Chair:**
 - Todd Rosignoli, Senior Director of Learning and Development, Office of Human Resources
 - 412-268-8658, trosigno@andrew.cmu.edu
- **United Way Engagement Manager**
 - Lauren Mitchell, 412-456-6747, lauren.mitchell@unitedwaysdpa.org
- **Appendices**
 - Draft Leadership Communication (see also [Kick-Off Email template](#))
 - Campaign Flyer

Draft Leadership Communication

Dear Colleagues,

CMU's 2021 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 15 to March 26, 2021. You can visit the [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, \$1 a week can feed and shelter a homeless person. However, while the focus of the campaign is to solicit donations, United Way also facilitates [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 2021 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

2021 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 [Regional Code Book \[pdf\]](#) for a listing of Contributor Supported Agencies.

1. Submit your pledge using the U-Pledge for Good website during the campaign — 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?

- \$5 per week provides one woman with safe, supportive housing for two weeks.
- \$4 per week helps one senior prevent a deadly fall or home accident.
- \$3 per week helps eight families get started financially planning for their child with a disability.
- \$2 per week helps support efforts to significantly increase on-time kindergarten registration for 14 children.
- \$1 per week will give food and shelter to a homeless person

