Welcome to the Carnegie Mellon United Way Team!

As a team captain in CMU’s 2023 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 vice president 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 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.

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 or target group for their donation. Refer to the Regional Code Book [pdf] for a listing of Contributor Supported Agencies.
CMU’s United Way Campaign will run from February 13 to March 24, 2023.

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.

Campaign Timeline:

- **By January 31:** Identify two to three colleagues who can support your work as team captain.

- **By February 11:** Plan a United Way Campaign informational session for colleagues in your college or division, or send a communication right before or right after the start of the campaign to help them understand:
  - Why United Way?
  - United Way of Southwestern PA’s key focus areas
  - Ways to give
  - You can also distribute the following to your colleagues:
    - [Campaign Brochure](#)
    - [Campaign Posters](#)

- **Between February 13 and March 24:** Plan virtual or in-person 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 24):** Plan an event or activity 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. There are several ways to foster engagement via both on-campus and virtual activities.

**Campus-wide Events:** You can encourage your college or division to participate in one of our campus-wide fundraising events. The list below represents events planned by this Campaign Committee which are open to all CMU affiliates. These events are more successful when all of our teams promote them, and participation sets a unified tone for this campaign. Contact the [committee chair](mailto:committeechair@example.com) for details on this year's activities.

- **Virtual Trivia Tournament:** Held weekly throughout the campaign and hosted by the Campaign Committee. Participants donate $5 per week to compete or $2 to watch the competition. Weekly winners receive a small ($25 or less) prize, and the top 10 scorers are invited to compete in a championship the final week. This is a great way to represent your college or division and build team spirit.

- **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. This option is perfect for those who lack the time or are not interested in more social events but still want to participate.
  - **GROUP ID# 10-3964 (CMU UNITED WAY CAMPAIGN OF SWPA)**
    Available: 1/10/23 THRU 4/2/23

**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](http://www.sarris.com) 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). The Office of Human Resources has purchased several boxes for in-person sales throughout the campaign; please contact the [committee chair](mailto:committeechair@example.com) if you are interested in selling some of our existing stock in your area. You can also purchase cases on your own; delivery is free for purchases of 24+ boxes.
**Campaign Activity Ideas and Best Practices**

- **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.
  
  - **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
- CMU swag
- Bragging rights
- Choice of United Way-supported organization to receive contest proceeds

**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 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.
• **CMU’s United Way website**

• **United Way of Southwestern Pennsylvania**

• **Committee Chair:**
  - Todd Rosignoli, senior director of 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
Dear Colleagues,

CMU’s 2023 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 13 to March 24, 2023. 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 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 2023 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
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 ePledge website during the campaign — visit the CMU United Way website for details.
2. Complete a pledge form [pdf] and submit it to HR Services.

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