

Welcome to the Carnegie Mellon United Way Team!

As a team captain in CMU's 2026 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 yourselves. 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



# Why United Way?

With the help of local businesses and their employees and annual campaign, United Way is able to assist 1.35 million people each year across our region.

## **Making an Impact with the United Way:**

- Giving to United Way is an easy way to impact lives in our community as donations stay local.
- Your donation addresses the key issues affecting the entire community.
  - \$40/month helps 52 individuals get the food they need from a local pantry.
  - \$30/month makes it possible for seven older adults to access essential social services to combat social isolation and allow them to stay in their homes.
  - \$20/month provides seven families with books and supplies that get their children excited and ready to start school.
  - \$10/month helps one person experiencing intimate partner violence access emergency shelter and counseling services.
- Your donation can be deducted from your paycheck.

## 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 is available** on the website that allows employees to contribute via payroll deduction or adjust their 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 Feb. 16 to March 27, 2026. 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 and engage in campus events
- Inform employees about how to give (ePledge or forms)
- Thank employees who have participated
- Leverage leadership to support the campaign and promote giving
- 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 6:** As applicable, identify colleagues who can support your work as team captain.
- **By February 13:** 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 (either campus events or ones that you've planned)
  - You can also distribute the following to your colleagues:
    - [What a dollar buys \[pdf\]](#)
    - [Talking about United Way \[pdf\]](#)
- **Between Feb. 16 and March 27:** Plan virtual or in-person events and communications to 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 or activity to thank those who helped you and anyone who donated.

# Campaign Activity Ideas and Best Practices\*

The United Way Campaign can energize and bring people together under a common cause. 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. Your support promoting them will make them more successful.

- **NEW for 2026! Bookstore Promotion: TBD**
- **Jersey Mike's:** All day on Feb. 25, we will receive 40% from all orders placed from CMU employees as a campaign donation. Highly encourage catering orders on this day. Orders for pickup or delivery must be placed at the Bloomfield location. No third-party apps can be used (DoorDash or Grubhub).
- **NEW for 2026! Panera:** On March 19, we will receive 25% from all orders placed by CMU employees as a campaign donation. Café, drive-thru, pickup and delivery orders must be placed at Forbes Avenue location. Use code FUND4U at online checkout.
- **Double Good Popcorn:** Starting at 8 a.m. on March 23, supporters can visit our [campaign pop-up store](#), choose from a variety of Double Good Popcorn flavors and place their order. Orders will be shipped directly to customers, and we will earn 25% profit for every online order.
  - Available through March 23–27.
- **In-Person Candy Sales:** For interested team captains, the Campaign Committee will order candy bars and/or chocolate covered pretzels from Sarris Candies for in-person sales. Team captains gather the proceeds and donate them directly or return them to the [committee chair](#).
  - Candy Bars (48/box at \$2 per bar): Milk Chocolate, Roasted Almond, Peanut Butter, Crisped Rice
  - Milk Chocolate Pretzel Rods (36/box at \$3 per rod)
  - Peanut Butter Pretzel Rods (36/box at \$5 per rod)
- **Sarris Candies** offers an 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 through March 22, 2026

# 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 or other local organizations:

- **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 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 them to supporters.
  - [Tambellini](#) offers reheatable 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).
- **Events or contests:** Below is a sampling of events or contests that have 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. A celebratory event can be planned to end the contest.

# Campaign Activity Ideas and Best Practices\*

## 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.

Non-donating folks must be allowed to participate in activities if they request to do so (similar to “no purchase is necessary”).

### 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
- Any contest that gives the appearance of a quid pro quo (i.e., if you donate you win).

**\*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](#)
- [Special Events Catalog](#)
- **Committee Chair:**
  - [Todd Rosignoli](#), Assistant VP, Learning and Development, Office of Human Resources, 412-268-8658
- **United Way Engagement Manager**
  - [Liam Watters](#), Corporate Engagement Manager – Level 2, 412-456-6728
- **Appendices**
  - Draft Leadership Communication
  - Campaign Flyer

## Draft Leadership Communication

Dear Colleagues,

CMU's 2026 United Way Campaign is underway. With the help of campaigns like ours, United Way was able to assist 1.48 million people across our region last year.

**Please consider supporting United Way's important work by making a recurring donation via a payroll deduction or participating in one of this year's campaign events.**

**This year's campaign runs from Feb. 16 through March 27, 2026.** Visit the [United Way Campaign website](#) to donate through a continuing payroll deduction or by means of a one-time gift. The ePledge site also provides the ability to donate via credit card.

Even small amounts can make a significant difference. For example, \$20/month provides seven families with books and supplies that get their children excited and ready to start school, and \$10/month provides access to emergency shelter and counseling services for a person experiencing intimate partner violence.

Your contribution will help make CMU's 2026 United Way Campaign a success, and all money donated stays here, making an immediate and lasting impact on our region's most vulnerable residents.

Thank you for supporting United Way.

Name

Title



# 2026 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](http://www.cmu.edu/hr/united-way)