



Carnegie Mellon University

# Office of Human Resources

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United Way Team Captain Training  
January 25, 2021

# Agenda

- Welcome and Thank You
- Roundtable Introductions
- Why United Way?
- United Way at CMU
- Team Captain Model and Review of Team Captain Packet
- Appendices: Campaign Team and Team Captains

# Welcome & Thank You

Michelle Piekutowski  
Associate Vice President & Chief Human Resources Officer

# Roundtable Introductions

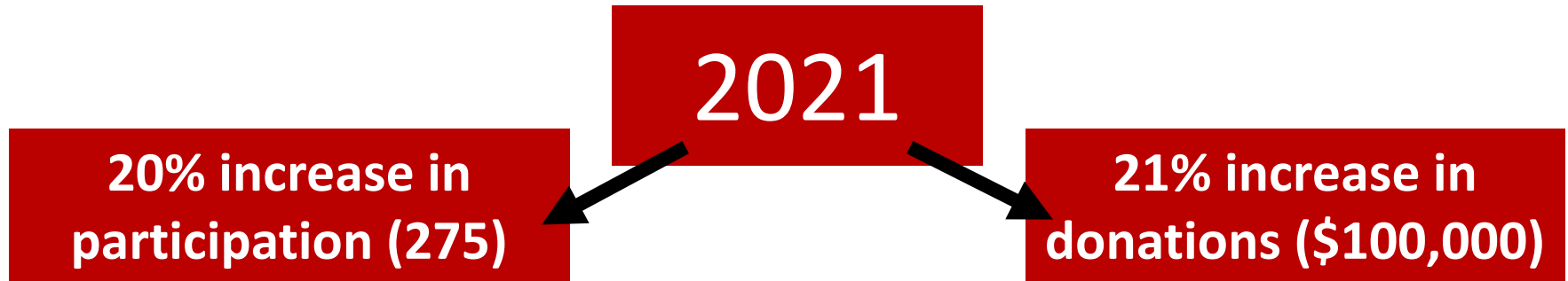
- Your name
- Your department
- Why are you volunteering for United Way?

# 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 to advance the common good through the building blocks for a good quality of life: education, income and health.
- For over 100 years, people have turned to United Way — to problem solve, to learn, for help, to give back. People turn to United Way because no one is better at bringing entire communities together to create long-lasting change that improves lives for our family, friends and neighbors.
- 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.

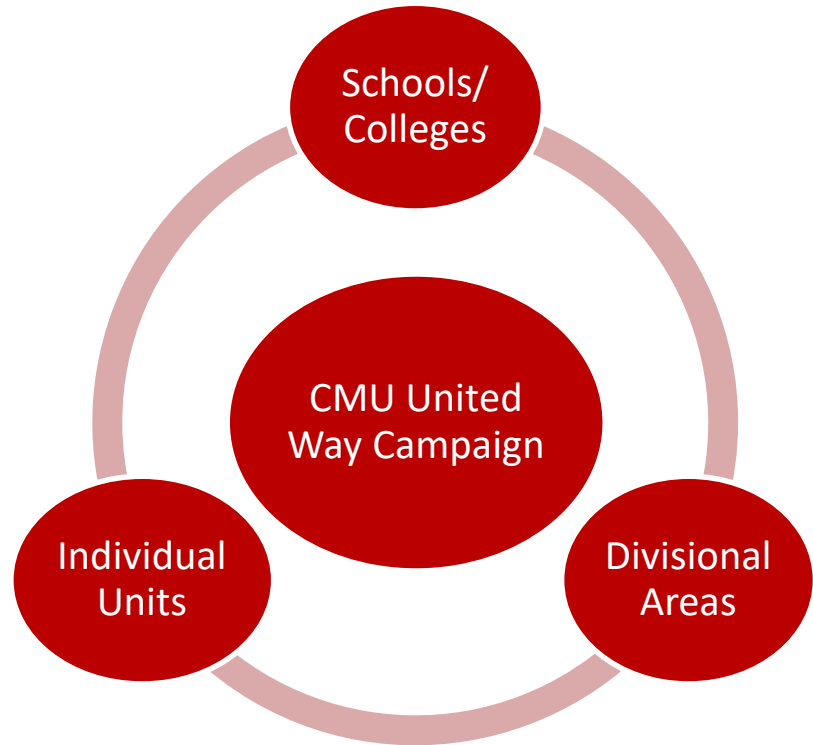
# United Way at CMU

- 2020 far exceeded our goal of simply increasing participation despite losing the last two weeks due to the COVID-19 pandemic:
  - More than 500% increase in participation (229 individuals contributed)
  - More than \$82,000 donated
- The 2021 campaign will run for 40 days — from February 15 to March 26, 2021, and goal will match the year ...



# 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 be able to help champion the United Way Campaign in your area.
- **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



Thank You

# Appendix: Campaign Team

Campaign Co-Chairs	James Garrett, Provost and Chief Academic Officer Angela Blanton, Vice President and Chief Financial Officer
Sponsoring Organization	Office of Human Resources
Committee Chair	Todd Rosignoli, Senior Director of Learning and Development
Campaign Committee	Barbara Baker (Marketing, Payroll Interface, Campaign Support) ShaNay Baker (Team Captain, Campaign Support) Sebastian Lacy (Staff Council, Team Captain, Campaign Support) Shabaki Lambert (Campaign Support) Stephanie Longmire (Payroll Interface, Campaign Support) Heather Wainer (Communications, Website, Campaign Support)
Team Captains	See following slide; awaiting confirmation for a few groups
United Way Liaison	Lauren Mitchell, Corporate Engagement Manager, United Way of Southwestern Pennsylvania

# Appendix: Team Captains

Division/College	Team Captain
Advancement	ShaNay Baker
CFA	Liz Fox
CIT	Kelly McQuoid
Dietrich	No team captain
ETC, Libraries, IDeATe	Carolyn (Cari) Marty
Finance	Matthew Frye
Heinz	Annie Julian
MarCom	Nicole Thompson & Emily Kosova

Division/College	Team Captain
MCS	Sebastian Lacy
OHR	Todd Rosignoli
Provost	Courtney Bryant
Research	Emily Rybinski
SCS	TBD
SEI	Harold Ennulat
Student Affairs	Monica Galmarini
Tepper	Carolyn Gould