Agenda

• Welcome and Thank You
• Introduction: Megan Musante at United Way
• Roundtable Introductions
• Why United Way?
• United Way at CMU and 2023 Goals
• Team Captain Information: Model, Team Captain Packet, Mobile Cause Demo
• Questions and Thank You
• Appendices: Campaign Team and Team Captains
Welcome & Thank You

Michelle Piekutowski
Associate Vice President & Chief Human Resources Officer
Introduction

Megan Musante
Corporate Engagement Manager – Level 2, United Way
Megan.Musante@unitedwayswpa.org
412-456-6735
Roundtable Introductions

• Your name
• Your department
• Why are you volunteering for the United Way Campaign?
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

The 2022 campaign built upon the success of 2021 and continued our upward trend:

- **2022 Results**
  - 17% increase in participation (407 employees)
  - 13% increase in donations ($146,000)

**Employee Count**

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<td>2021</td>
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**Dollars Raised**

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2023 Goals

The symbol of our 2023 goals is Scotty Dog and his bone.

- 15% increase in participation (468)
- 15% increase in donations ($168,000)
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 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 information 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
Committee Contributions to Team Captain Success

• The team captain packet with campaign event suggestions (virtual and in person), brochures and sample flyers, communication templates, general guidance and resources

• Centralized communications:
  • Campaign launch email from President Jahanian (February 13)
  • Co-chair emails (February 15, March 6, March 20)
  • Piper articles (six articles starting February 2)
  • Stakeholder meetings and cascaded messaging (Executive Management Team, University Leadership Committee, Staff Council, Employee Resource Groups, HR Ambassadors)

• Campus-wide events:
  • Weekly trivia contest (virtual)
  • Sarris candy sales (virtual)
  • Sarris candy sales (in-person)
  • Food truck at Tepper (in-person)

• Centralized campaign website with ePledge link and guidance
Questions &
Thank You
Appendix: United Way Campaign Committee

The Office of Human Resources is again serving as the sponsoring organization, leveraging a campaign committee led by Todd Rosignoli.

Campaign Committee:

- Todd Rosignoli (Committee Chair)
- Stephanie Longmire (Payroll Interface, Campaign Support)
- Heather Wainer (Communications, Website, Campaign Support)
- Tracy Montgomery (Campaign Support)
- Becca Naughton (Campaign Support)
- Kristin Cummings (Campaign Support)
- Lara Sullivan (Campaign Support)
- Lisa Zamperini (Campaign Support)
- Nadine Hobbeck (Campaign Support)
- Star Broadus (Campaign Support)
- Meghan Gorman (Campaign Support)
- Chrissy Lacher (Campaign Support)
- Meghan Shafer (Campaign Support)
- Megan Musante — United Way Liaison
# Appendix: Team Captains

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<tr>
<th>Division/College</th>
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<tr>
<td>Advancement</td>
<td>Meghan Shafer</td>
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