Office of Human Resources

United Way Team Captain Training
January 21, 2022
Agenda

• Welcome and Thank You
• Roundtable Introductions
• Why United Way?
• United Way at CMU and 2022 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
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

The 2021 campaign built upon the success of 2020 and ran for 40 days — from February 15 to March 26, 2021. The goal matched the year ...

### 2021 Goals
- 20% increase in participation (275)
- 21% increase in donations ($100,000)

Thanks to the hard work of the campaign team, captains and leadership, and the generosity of the CMU community, the 2021 results exceeded our goals.

### 2021 Results
- 52% increase in participation (347)
- 57% increase in donations ($129,000)
2022 Goals

The symbol of our 2022 goals is a quarter.

25% increase in participation (434)  
25% increase in donations ($161,250)
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
Mobile Cause Demo

- Mobile Cause allows you to gather donations separately for specific campaign events.
- Refer to your Team Captain guide for ideas.
Questions & Thank You