

Welcome to Your 2022 Workplace Campaign!

Dear Campaign Coordinators,
We are so grateful for your support of our 2022 Campaign. Without a doubt, the Workplace Campaign is the most high-profile United Way fundraising activity across the world. Representing a significant portion of the funds we gather to invest in changing community conditions, workplace campaigns ARE the cornerstone of the United Way model, bringing together employers, employees, and United Way. While execution is seasonal, your campaign is a valued component of our year round efforts.

It is my role and honor to assist you in your efforts this year. I hope to equip you with all you need to run a successful campaign. Not all campaigns are alike just as not all workplaces are the same. We want to empower you to engage your team in ways that work for your organization. Have an idea you need some help with? Want different materials to encourage your team? Do not hesitate to contact me for ANY campaign needs!

Responding to the changing and increasing demands, support is needed right here in Centre County. One in four Centre County Residents utilize the services of United Way Partner Agencies. Change does not happen alone and your support demonstrates what it means to **LIVE UNITED!**

With appreciation,

Ja Nae Wian
Campaign & Relationship Manager



IN 2021 YOUR EFFORTS HELPED RAISE \$1.64 MILLION DOLLARS TO FIGHT FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF CENTRE COUNTY RESIDENTS.

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Campaign Updates for 2022

Support Levels & Recognition

Last year we revised our Support Levels and Recognition. Traditional plaques were limited to display only in your office. We want you to have the ability to share the word of your support FAR and WIDE so we introduced Campaign Badges! A digital asset, customized to include your organization name, campaign year, and level of support earned. We also refreshed our website to include a special space to recognize your support. Check it out online at: ccunitedway.org/corporate-donors.

Thank you to our 2021 Corporate Donors

CHAMPION

- Corporate Gift
- Manage an internal employee campaign with the opportunity to give through payroll deduction
- Volunteer support for campaign, the organization, or a special event
- Total giving exceeds \$10,000

PROMOTER

- Manage an internal employee campaign with the opportunity to give through payroll deduction
- Total giving exceeds \$1,000 but is less than \$5,000

BENEFITS

- Support for Centre County United Way results in improved lives in the areas of education, financial stability and health. In 2020, 38,684 Centre County residents received services from a United Way partner agency
- Improved education, financial stability and health creates a stronger, vibrant community that is an attractive location for new business and residents.

FOR YOUR SUPPORT

- **Champions** will receive:
 - A dedicated social media post with linking and tagging
 - Feature with logo in any print recognition
 - Recognition with logo in CCUW Newsletter and Workplace Campaign Newsletter
 - Website recognition page with logo, name, and link
 - Inclusion in outreach materials (i.e. flyers, appeals, etc.)
 - Champions may "opt in" to our special campaign activities during which we run special advertising and outreach hi-lighting their participation
 - A personalized graphic to share their support on their website/social media
 - In addition, they have first right of refusal to special event sponsorship opportunities
- **Promoters** will receive:
 - Hi-lighting in social media posts
 - Named in any print recognition
 - Recognition in CCUW Newsletter and Workplace Campaign Newsletter
 - Website recognition page with logo and name
 - A personalized graphic to share their support on their website/social media
- **Advocates** will receive:
 - Inclusion in social media posts
 - Named in any print recognition
 - Recognition in CCUW Newsletter and Workplace Campaign Newsletter
 - A personalized graphic to share their support on their website/social media
- **Friends** will receive:
 - Inclusion in social media posts
 - Named in any print recognition
 - Recognition in CCUW Newsletter and Workplace Campaign Newsletter
 - Named listed on website recognition
 - A personalized graphic to share their support on their website/social media

Centre County United Way

United Way

Campaign Support Levels

ADVOCATE

- Corporate Gift
- Manage an internal employee campaign with the opportunity to give through payroll deduction
- Volunteer support for campaign, the organization, or a special event
- Total giving exceeds \$5,000 but is less than \$10,000

FRIEND

- Total giving exceeds \$250 but less than \$1,000



Champion:
Total Giving Exceeds \$10,000



Minitab, LLC



Kish Bank



State of the Art



Alexander Building



Wegman's



The Hartman Group



Restek




Walmart



McQuaide Blasko




RH Marcon



Advocate:
Total Giving \$5,000 - \$9,999

Chemcut Corporation
SCASD
Centre County Gov.
GeisingerMedical Group
M & T Bank
Wienken Wealth
First National Bank

PNC Bank
Nelnet
Strawberry Fields, Inc.
JSSB
BK Medical
WestPenn Power
YSB



Promoter:
Total Giving \$1,000 - \$4,999

Truist Foundation
Barton Associates, Inc.
Avail Technologies, Inc.
First Commonwealth Bank
Millipore Sigma
The Arc of Centre County
Arize Federal Credit Union
United Parcel Service
Borough of State College
Walmart Benner Pike
Boyer & Ritter LLC
Doty & Hench Insurance
UGI Utilities, Inc.
CDFC

Four Springs Veterinary
Sheetz Inc.
Centre Safe
Housing Transitions Inc.
Air Products & Chemicals
Foxdale Village
The Hershey Company
Frost & Conn Inc.
CVIM
Walmart N. Atherton
Target #1288
Avery Dennison
Babst Calland
KBB

Columbia Gas
Reliance Bank
Nationwide Karstetter
CATA
PMA Insurance Group
PSFCU
Centre Care Volunteers
HRI
Aperture Consulting
Associated Realty
HAMCO
Paradigm Properties
PennTerra Engineering
RE/MAX Centre Realty



Friend:
Total Giving \$250 - \$999

Ferguson Township
Centre Region COG
Federal Express
Stahl Sheaffer Engineering
Centre Daily Times
SCCLT
American Philatelic Society
Comcast

Fulton Bank, N.A.
Centre 1st Bank
Centre Eye Physicians & Surgeons
Deloitte & Touche USA LLP
Miller Kistler & Campbell
The HR Office, Inc.
Lockheed Martin
The Haskell Company

YMCA of Centre County
Larson Design Group
Covestro
PPL Corporation
CACJ
Penn State Health
State Farm - Cindy Evcic
Walter Hopkins & Co., LLP

Campaign Pages

Make pledging and donation collection easier with a custom Campaign Page for your company. These online pages can collect credit card donations, pledge cards, and give you the ability to track your campaign progress in real time. Pages are proven to increase participation! Request QR Code Cards for a quick way to direct employees to your campaign page.



NEW! Resource Center

To better support your campaign needs we enhanced our Campaign Resource Center page. Located at ccunitedway.org/resource-center you will find downloadable forms and flyers, links to example campaign pages, and other valuable resources to help bolster your campaign efforts.

Helpful Hints

Involve CEO or Senior Management

Participation can be significantly improved with visible support of upper management.

Recruit a Committee

Recruit representatives from every level/department of your organization to help manage and communicate with employees.

Promote and Publicize Your Campaign

Establish a goal to get people motivated. Education is critical in reaching your goal. Your United Way staff is happy to provide supporting materials and collateral to help inform your employees.

Hold a Kick Off Event

Build enthusiasm for your campaign by asking your leadership to attend a kick-off event and publicly endorse the campaign. Work with the United Way staff to invite an inspirational speaker from one of our partner agencies to speak to the impact of your donations.

Follow Up

Most people do not give because they are not asked! Collect all pledges whether or not an individual contributes. Be sure that everyone is given the opportunity to participate

Keep Them Giving

Mid-way through your campaign you should compare last year's donors with a current list to determine who has not yet pledged. Personally thank donors and develop a follow up strategy for non-respondents.

Thank Everyone! Celebrate Success

Thank everyone who worked on the campaign and contributed. Tell everyone how much the campaign raised and what percent of employees participated. The value of generously thanking everyone cannot be overestimated.

Get a Jump on Next Year

Review the campaign with your team and United Way Staff. Talk about what worked well and what did not, and what will help in next year's efforts.

2022 Events

Preview of 2022 Events*

- May - December 2022 - **Flocking**
- August - December 2022 - **Workplace Campaigns Run**
- July 26th, 2022 - **Spikes Night**
- August TBD 2022 - **Campaign Kick Off**
- September 12, 2022 - **Penn State IT Golf Tournament**
- October 6, 2022 - **Day of Caring Powered by PNC**
- November/December, 2022 - **Taste of the Town**
- December 20, 2022 - **Campaign Reporting Due**
- January 31, 2023 - **2021 Campaign End Date**
- February TBD, 2023 - **Campaign Celebration**

*accurate as of 4.30.22 subject to change



Volunteer Opportunities

We pride ourselves on our "Community Owned and Lead" campaign approach. We are always looking for engaged volunteers to help with every level of the campaign.

Looking for ways to get introduced to new businesses? Join our **Campaign Cabinet** to assist with business outreach. Are you a creative mind who has a way with words? Join our **Communications Committee** and help us craft our messaging. Interested in where the dollars go? Sign up to be a part of our **Funds Distribution** - that's right, even our funds distribution determinations are community led! To learn about any of these opportunities - contact us today!

Flocking??

During the pandemic, many traditional events and campaign activities had to be canceled or re-imagined in the interest of safety. While we re-crafted our campaign activities, many of your favorite office fundraisers were no longer executable. Along came these brilliant birdies to bring awareness, donations, and some fun-safely and socially distanced. In it's first year we raised almost \$7K! Businesses proudly displayed their flocks and then sent them to a fellow business to spread the smiles. Others used the flocks to raise extra funds by flocking their neighbors and friends. If you're interested in hosting a flock at your location or adding a flocking to your campaign, contact us!

Our Staff



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Connect with Us



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