

# 2025 Campaign Newsletter

ISSUE NO. 5 | SUMMER 2025



## Welcome to Your 2025 Workplace Campaign!

Dear Campaign Coordinators,  
We appreciate your support! The Workplace Campaign is the United Way's most prominent global fundraising activity, contributing over 30% of total funds for community improvement. Campaigns unite employers, employees, and United Way, playing a crucial role in our ongoing efforts.

I am truly grateful for the opportunity to assist you in your campaign initiatives. My goal is to provide you with the tools for success, recognizing that every campaign and workplace is unique. If you have ideas or need materials to motivate your team, let's connect!

Today, so many of our neighbors are working hard to overcome barriers and get ahead. Somewhere in our community:

- A working parent is looking for a way to make this week's paycheck cover the growing costs of groceries, prescriptions, and housing.
- A middle-schooler is struggling to find a way to stay focused in class because she didn't get a nutritious breakfast.
- A high school grad is searching for a way to turn his diploma into a good-paying job and a promising career.

### But they're not alone.

Together with our community-serving partners and supporters like you, we can connect people to the opportunities they need to reach their full potential and make Centre County a place where everyone can thrive.

No challenge is too big for us to take on when we work together.

**Because, United is the Way™.**

With gratitude,

Ja Nae Wian

Campaign & Relationship Manager



**IN 2024 YOUR EFFORTS HELPED RAISE \$1.24  
MILLION DOLLARS TO FIGHT FOR THE  
HEALTH, EDUCATION, AND FINANCIAL  
STABILITY OF CENTRE COUNTY RESIDENTS.**

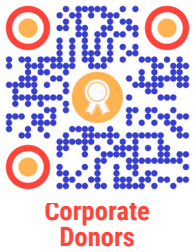
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# Campaign Recognition

## Support Levels & Recognition



Corporate Donors

We're thrilled to offer you the chance to spread the word about your support with our new Campaign Badges! These digital assets feature your organization's name, the campaign year, and your support level. In 2023, we also introduced window clings for physical locations. Check out our website with a dedicated section honoring your support. Visit us at: [ccunitedway.org/corporate-donors](https://ccunitedway.org/corporate-donors).

**Didn't receive your 2024 recognition? Contact us so we can update our mailing records!**

	<b>FRIEND</b> Friend level offers valuable support with contributions starting from \$250 up to \$999.
	<b>PROMOTER</b> Promoter level encourages active participation with contributions between \$1,000 and \$4,999.
	<b>ADVOCATE</b> Advocate level showcases generous contributions ranging from \$5,000 to \$9,999.
	<b>CHAMPION</b> Champion level signifies exceptional support with total contributions exceeding \$10,000.

## Thank You 2024 Corporate Donors



**Champion:**  
Total Giving  
Exceeds \$10,000

*Wegmans*  
Wegman's

**ALEXANDER**  
A BUTZ FAMILY COMPANY  
Alexander Building

Nationwide  
Karstetter Agency

**Geisinger**  
Geisinger  
(Centre County)

Kish Bank

McQuaide Blasko

Restek

The Hershey Company

State of the Art

PNC Bank



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

Hartman Group  
Nelnet  
M & T Bank  
Arize Federal Credit Union  
WestPenn Power  
Chemcut Corporation  
State Employees - 4502  
Foxdale Village  
Stuckey Mitsubishi



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

Minitab, LLC.  
Weis Markets Sunbury  
Barton Associates, Inc.  
Centre County YSB  
EnergyCap, LLC  
R. H. Marcon, Inc.  
SCASD  
Borough of State College  
McClatchy (CDT)  
Strawberry Fields, Inc.  
Bentley Systems, Inc  
Jersey Shore State Bank  
KBB  
Enterprise Rent-A-Car  
IBEW Local 5  
First National Bank  
Target 1288  
Boyer & Ritter LLC

The Arc of Centre County  
Doty & Hensch Insurance  
DFC  
Air Products & Chemicals, Inc.  
CNB Bank  
Babst Calland  
Toftrees Resort  
Housing Transitions Inc.  
Centre Property Innovations  
Congregation Brit Shalom  
Northwest Bank  
Centre County Government  
Catholic Charities  
CVIM  
Sheetz Inc.  
Penn State Health  
CCUW (Staff)  
First Commonwealth Bank



**Friend:**  
Total Giving  
\$250 - \$999

Blue Cross/ Blue Shield  
Penn State Milton S. Hershey  
Cen-Clear Child Services, Inc.  
Caterpillar  
A Mindful Village  
Centre Care  
State College Community Land Trust  
Park Forest Preschool  
UPMC  
Stahl Sheaffer Engineering, LLC  
Centre Safe  
Ferguson Township  
Fiore, Fedeli, Snyder, Carothers, LLP.  
Columbia Gas Of Pennsylvania, Inc.  
Koch Funeral Home

ExxonMobil  
State College Food Bank  
Lyons Kennels & Lyons Salvage  
Fulton Bank, N.A.  
L3Harris  
UGI Utilities, Inc.  
Brent Cogan Electrical Services  
Holiday Pools and Spas  
The Happy Valley Adventure Bureau  
Bellefonte Family Dentistry  
Keystone Payroll, Inc.  
Walizer Insurance  
Walter Hopkins & Company, LLP  
Eli Lily & Company

# Tips and Best Practices

## ★ Introducing: Evergreen Campaigns!

### What is an Evergreen Campaign?

An **evergreen United Way campaign** allows employee pledges to automatically renew each year, continuing for the duration of an employee's service—unless they choose to change or end their contribution. No need for employees to re-enroll annually. No more restarting from scratch. Just ongoing, meaningful support that **sustains community impact year after year.**

### Why Make the Switch to Evergreen Giving?

#### ✔ Less Administrative Work

- Reduces need for paperwork and re-enrollment
- Streamlines HR and payroll processes
- Simplifies coordination company-wide

#### ♥ Sustained Community Impact

- Ensures consistent, reliable funding for programs supporting education, financial stability, and health in Centre County
- Empowers Centre County United Way to plan long-term solutions, not just short-term responses

#### ☺ Convenient for Employees

- Set it and forget it—pledges continue seamlessly
- Flexibility—increase, decrease, or stop at any time
- Promotes a giving culture without constant asks

### What Employers Are Saying:

"We've saved dozens of hours in administrative work and our giving levels remain strong year-round. Evergreen pledging has been a win for our company and our community."

- Champion Level Campaign Coordinator

### How to Implement an Evergreen Campaign

- **Revise Employee Pledge Forms:** Include an "evergreen" option or default.
- **Clear Communication:** Inform employees that pledges continue unless modified.
- **Payroll Coordination:** Set up automatic, ongoing deductions.
- **Recognize Ongoing Donors:** Celebrate them as workplace champions.

**CCUW will assist your team with tools, templates, and onboarding support to make this transition smooth and effective!**

### Ready to Go Evergreen? Let's Collaborate.

Contact us to start or schedule a meeting to tailor a plan for your workplace. **Together, we can strengthen Centre County—today and every day.**

Centre County United Way

## CAMPAIGN: BEST PRACTICES

Tips for successful fundraising initiatives

### ENGAGEMENT PLAN

#### Engage the CEO or Senior Management

Ensure that the vision of top leadership shines brightly upon the initiative.

#### Recruit a Committee

Gather a diverse assembly from all tiers for seamless management and communication.

#### Promote and Publicize

Set forth a clear goal to ignite the spirit of participation. Utilize United Way resources to educate employees.

#### Host a Kick-Off Event

Inspire enthusiasm through the visible support of leadership. Collaborate with the United Way to bring in a motivational speaker from a partner agency to showcase the impact of your efforts.

### CAMPAIGN STRATEGY

#### Follow Up

Many people don't donate simply because they aren't asked! Collect all pledges, regardless of current contributions, ensuring everyone has the opportunity to participate.

#### Keep Them Giving

Midway through your campaign, compare this year's donor list with last year's to identify non-pledgers. Personally thank contributors and create a follow-up strategy for those who haven't responded.

#### Thank Everyone! Celebrate Success

Express sincere gratitude to all who supported the campaign. Share the total amount raised and the employee participation percentage. It's essential to show gratitude for everyone's contributions.

#### Get a Jump on Next Year

Convene with your team and United Way staff to evaluate the campaign. Discuss successes, challenges, and strategies to enhance next year's efforts.

Visit our Campaign Resource Center for more tips and tools.  
[www.ccunitedway.org/campaign-resource-center](http://www.ccunitedway.org/campaign-resource-center)

## Resource Center & Campaign Pages

Visit our **Campaign Resource Center** on our website for all campaign needs! You'll find **downloadable forms, flyers, sample campaign links, and more.**

Create a personalized Campaign Page for your company to accept credit card donations and track progress in real-time, which has been shown to increase participation.

**Don't forget to request QR Code Cards to effortlessly guide employees to your campaign page!**



Campaign  
Resource Center



# 2025 Events

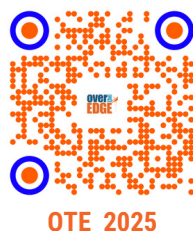
## Preview of 2025 Events\*

- June 4, 2025 - LIVE UNITED ACADEMY
- June 10, 2025 - 2025 Campaign Kick Off
- July - December 2025 - Workplace Campaigns Run
- July 29, 2025 - Over The Edge Hyatt Place
- September 15, 2025 - Penn State IT Golf Tournament
- October 9, 2025 - Day of Caring powered by PNC
- November TBD, 2025 - Taste of the Town
- December 19, 2025 - Workplace Campaign Reporting Due
- January 31, 2026 - 2025 Campaign End Date
- February TBD, 2026 - Campaign Celebration

\*accurate as of 05.06.25 subject to change

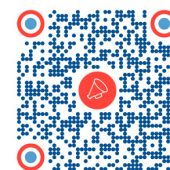


Centre County United Way  
**Day of Caring**  
powered by PNC



## ★ Sustaining Sponsorships

We are thrilled to offer an annual opportunity featuring multiple events, allowing your brand to gain visibility, engage with a diverse audience, and showcase your community involvement. Scan the code or visit our website for more information.



**Sustaining Sponsorships**

## Our Staff

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**John Sutilla**

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**Ja Nae Wian**

**CAMPAIGN & RELATIONSHIP MANAGER**  
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## Volunteer Opportunities

We take pride in our "Community Owned and Led" campaign, seeking engaged volunteers for all levels. Join our Campaign Cabinet for business outreach or participate in community-led Funds Distribution. Contact us to learn about these opportunities!

## Connect with Us



@CENTRECOUNTYUNITEDWAY



Sign up for our newsletter!