

# 2024 Campaign Newsletter

ISSUE NO. 4 | FALL 2024



## Welcome to Your 2024 Workplace Campaign!

Dear Campaign Coordinators, We are so grateful for your support! Without a doubt, the Workplace Campaign is the most high-profile United Way fundraising activity across the world. Workplace Campaigns and Corporate support represent over 30% of total 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!

Focusing on providing the basic building blocks for a quality life; Health, Education, and Financial Stability of our neighbors, right here in Centre County. One in every four Centre County Residents utilize the services of United Way Partner Agencies. We invite you to join us in **Leading the Way** to a better future for all!

**LIVE UNITED**

With appreciation,

**Ja Nae Wian**  
Campaign & Relationship Manager



**IN 2023 YOUR EFFORTS HELPED RAISE \$1.43 MILLION DOLLARS TO FIGHT FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF CENTRE COUNTY RESIDENTS.**

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# Campaign Updates for 2024

## Support Levels & Recognition

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. In 2023, we added window cling for your physical locations. We've also refreshed our website to include a special space to recognize your support. Check it out online at: [ccunitedway.org/corporate-donors](https://ccunitedway.org/corporate-donors).

## Thank you to our 2023 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

**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

**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
- Advocates 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
- Promoters 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
  - Our Partner Agencies are considered Promoters and are regularly afforded the opportunity to make presentations to other businesses managing employee campaigns
- 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



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

 <b>Minitab, LLC</b>	 <b>State of the Art</b>	 <b>M&amp;T Bank</b>	 <b>Restek</b>	 <b>McQuaide Blasko</b>	 <b>Kish Bank</b>
 <b>Wegman's</b>	 <b>Alexander Building</b>	 <b>The Hartman Group</b>	 <b>FirstEnergy</b>	 <b>Stuckey Mitsubishi</b>	 <b>Truist Bank</b>
 <b>First National Bank</b>					
 <b>FNB Bank</b>					



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

<p>First Commonwealth Bank PNC Bank Borough of State College Chemcut The Hershey Company Arize Federal Credit Union Nelnet</p>	<p>State Employee Appeal Nationwide - Mike Karstetter Wienken Wealth Management Centre Daily Times The Arc of Centre County State College Area SD Geisinger Medical Group</p>
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**Promoter:**  
Total Giving \$1,000 - \$4,999

<p>CCUW Employees Strawberry Fields Centre Co. YSB CVIM EnergyCap, LLC R. H. Marcon, Inc. Foxdale Village CDFC Doty &amp; Hensch Insurance Boyer &amp; Ritter LLC Columbia Gas, Inc. Centre Co. Government Four Springs Veterinary Clinic Centre Care Nittany Laser Creations Target #1288 Fulton Bank Bentley Systems, Inc Weis Markets SCCLT</p>	<p>Mount Nittany Medical Center Sheetz Inc. The Original Waffle Shop Enterprise Rent-A-Car Penn State Milton S. Hershey CCRRA Babst Calland Attorneys at Law Centre Safe CRDN of Central PA Happy Valley Adventure Bureau Frost &amp; Conn Incorporated Housing Transitions Inc. Air Products &amp; Chemicals, Inc. AAA Southern PA Blue Cross/ Blue Shield CNB Community National Bank Centre Property Innovations IBEW Local 5 PennTerra Engineering</p>
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**Friend:**  
Total Giving \$250 - \$999

<p>Northwest Bank Stahl Sheaffer Engineering Centre Concrete Company Landscape II Avail Technologies Dunkin Donuts PSFCU Avery Dennison Patton Township Park Forest Preschool State College Food Bank</p>	<p>Home Nursing Agency Ferguson Township Fiore, Fedeli, Snyder, Carothers Merrill Lynch Giant Foods Koch Funeral Home Mutual Benefit Group CBICC Lyons Kennels Reliance Bank L3Harris</p>	<p>Gailiker's Dairy Company BSA - Bucktail Council # 509 Encompass Health Stoner's Small Engine Shop Eli Lily &amp; Company State College Spikes Caterpillar COG Centre Care Volunteers Keystone Payroll, Inc. Walter Hopkins &amp; Company</p>
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## 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.



## UPDATED Resource Center

To better support your campaign needs we enhanced our Campaign Resource Center page. Located at [ccunitedway.org/resource-center](https://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.



# 2024 Events

## Preview of 2024 Events\*

- August - December 2024 - Workplace Campaigns Run
- August 26-30, 2024 - Campaign Kick Off Week
- September 16, 2024 - Penn State IT Golf Tournament
- October 3, 2024 - Day of Caring powered by PNC
- October 8, 2024 - Over The Edge Beaver Stadium
- November 24, 2024- Taste of the Town
- December 20, 2024 - Workplace Campaign Reporting Due
- January 31, 2025 - 2023 Campaign End Date
- February TBD, 2025 - Campaign Celebration

\*accurate as of 09.09.24 subject to change



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



## OVER THE EDGE



SCAN FOR MORE INFO!

Centre County United Way is fortunate to partner with Penn State University as their Charity of Choice. Year over year their campaign efforts make up over 40% of our total campaign. In 2023 the took their support to new heights by hosting the first ever Over The Edge event at iconic Beaver Stadium. On May 19th over 40 participants helped raise over \$65,000 for the unique opportunity to rappel 110 feet down the stadium. Memories were made by all in attendance! This memorable event will return on **October 8, 2024!** We hope this will be the start of a new annual tradition... stay tuned!

## Volunteer Opportunities

We pride ourselves on our "Community Owned and Led" 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. 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!

## Our Staff



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## Connect with Us



@CENTRECOUNTYUNITEDWAY