

**UNITED IN THIS TOGETHER**



## **Rollover Campaign Overview**

Your support of our United Way campaign funds critical programs that support local people year-round. As we are all continually adapting to the changes the COVID 19 virus has brought on, we look at the responsibility we have to our community, we need support now more than ever! Below is more information about hosting a onetime rollover campaign this year during the COVID-19 pandemic to help our community today and into the future.

### **What is rollover giving?**

Rollover giving is an easy way to continue your campaign, that allows your payroll donors the option to keep their payroll pledge in place until you run a traditional campaign again next year, without any action needed from the donor.

### **What are the benefits of rollover giving?**

Your employees can still support United Way and our community during this challenging time without your workplace needing to host a full, traditional campaign. It is easy for your donors, as their pledge will continue automatically, and they will not need to take any further action unless they choose to opt out or change their designation.

### **What will I need to do to host a rollover giving campaign?**

This involves just a few steps:

The Campaign Manager or CEO will send an email to donors, letting them know that your company is hosting a rollover giving campaign and that 2019 payroll pledges will be rolled over for the 2020 campaign unless the donor contacts you to opt out or change their designation. United Way has a sample email you can use to alert your donors. Return the final list of employees with their payroll pledge amounts to your Account Manager. Do not include any donors that have left the company. o Inform your company payroll contact to begin the new deductions at the normal time.

### **Will my donors be able to continue their designations?**

Yes – your donors’ designations will continue, unless they decide to change their designation.

**Will my donors be able to change their gift amount or discontinue their gift?**

Yes. If donors would like to change their gift or discontinue their gift, they may do so. If your campaign is run via paper, donors may fill out a new pledge form with their new amount or marking the selection on the form that they wish to not participate.

**How will I know which donors have pledged or changed their gifts?**

If your company runs a paper campaign, those pledge forms will be submitted to payroll or the Campaign Manager. Those forms should then be scanned and sent the United Way Account Manager.

**Some of our donors don't give through payroll. Can they still give?**

Absolutely! We will provide pledge forms that cover all options, including a one-time gift. Please have donors fill out the form completely. You can also make a credit/debit card donation through our website at [www.unitedwayck.org](http://www.unitedwayck.org) .

Any one-time gifts of cash or check can be arranged for pick up by UW staff, or dropped off at our office at 604 North Main Street, Elizabethtown, KY 42701.