

## Rollover Overview

### Rollover Campaign

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Your support of our United Way campaign funds critical programs that support local people year-round. As we are beginning to emerge from this crisis and look the more long term aspects of responsibilities we have to serve our community we need support 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:

- United Way will provide you with a list of 2019 payroll donors and designations.
- 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.**
- 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 otherwise informed or changed on the campaign pledge site.

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### **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 log in to the online pledge site and make edits to their 2019 gift. 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 their campaign on OUR online giving site, we are able to pull a report and send you all donation changes and those that did not make a change, which will be automatically renewed and rolled over for the 2021 payroll deductions.

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!

If your campaign is run through an online pledge site, please have donors make their selection online of credit card, cash or check. If credit card, you will be prompted to enter your credit card information, if cash or check, select that within the payment type.

If your campaign is run via paper pledge forms, we will email you an editable PDF pledge form. Please have donors fill out the form completely. Credit card information can be entered within the form and any cash or checks can be mailed or dropped off to the main office.

### ***Checks and cash can be mailed or dropped off to:***

***United Way of the Chattahoochee Valley: PO BOX 1157 Columbus, GA 31902***