



## ABOUT ROLLOVER CAMPAIGNS

LIVE UNITED

**Why mess with a good thing?** If you had a strong campaign last year, it MAY be worth considering a Rollover Campaign this fall in which all employee pledges simply carryover to the new year. With all the uncertainty, a Rollover Campaign would be an easy way to continue offering support to the most vulnerable in our community while minimizing time and effort.

### WHAT IS A ROLLOVER CAMPAIGN?

- It takes your employee giving (payroll deductions and billing) from 2020's annual campaign and automatically rolls it over to the 2021 campaign, UNLESS changes are made by the donors. This includes gift amount, type of pledge, and any donor designations. Any gifts that were made via cash, check, or credit card would NOT be eligible for a rollover.
- All existing donors must be given an option to make adjustments to their gift (either an increase, a decrease, or to stop their pledge). So you still have to reach out to existing donors.

### HOW DO WE DO IT?

- Complete and submit the confirmation form on the back of this sheet. We will provide you with a spreadsheet with donor information from last year, as well as sample communication that you would send to each donor about your campaign and some FAQ's.
- Pick a one-week window between now and Thanksgiving for WHEN you will reach out to your employees to make adjustments to their gift.
- Provide NEW staff a blank pledge form so they can consider giving.
- Submit the changes to your spreadsheet as well as new pledge forms to United Way (AND YOUR PAYROLL DEPARTMENT) at the end of the designated week.

### WHY WOULD WE NOT CONSIDER THIS?

- Your employees may not learn about how they can GET HELP. They will be less engaged about United Way and less motivated to give in the future.
- Rollover Campaigns do not lend themselves to growth and rarely result in increased giving. They are designed to minimize potential pledge loss.

**2021 UNITED WAY CAMPAIGN**

**ROLLOVER CONFIRMATION FORM**

**United Way  
of Logan County**



## **ROLLOVER CAMPAIGN CONFIRMATION**

Our company / organization will implement a Rollover Campaign for the 2021-22 Annual Campaign. We understand this means all employee payroll pledges submitted for 2020-21 will continue into and through 2022, unless otherwise notified by the donor of any changes. Donor designations from last year will apply to this year as well.

Company: \_\_\_\_\_ Authorized by: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please return to Dave Bezusko at [dave@uwlogan.org](mailto:dave@uwlogan.org) or:

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**United Way  
of Logan County**

