



RUNNING A ROLLOVER CAMPAIGN



United Way of Lewis County

As the world presses pause and we stay at a distance, our community is finding new ways to keep going and come together. Even when we're apart, we remain UNITED in kindness, UNITED in service and UNITED in hope. With every new challenge, we see our community rise to the occasion. And now — more than ever — we need your help to meet this moment and respond to this crisis and our community's needs.

WHY MESS WITH A GOOD THING

We understand that everyone's situation is unique and this year's annual campaign might need to look a little different in order to best meet your needs while still offering support to those most vulnerable in our community. Because of this, we are offering the option of a **Rollover Campaign** this year in place of a traditional one. As always, we appreciate your continued support of United Way of Lewis County.

WHAT IS A ROLLOVER CAMPAIGN?

- ◆ It takes your employee giving (payroll deductions and billing) from 2019's annual campaign and automatically rolls it over to the 2020 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.
- ◆ **Define your timeline for when you want to run your rollover campaign.** This looks a lot different than a traditional campaign. Right before your campaign, you'll need to communicate to your employees the details and how they can make adjustments. We recommend about 2 weeks for notification of adjustments to their gift including designations or to increase giving.
- ◆ **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 campaign timeframe.

2020-2021 UNITED WAY CAMPAIGN

ROLLOVER CONFIRMATION FORM



United Way of Lewis County

Rollover Campaign Confirmation

Our company / organization will implement a Rollover Campaign for the 2020-21 Annual Campaign.

We understand this means all employee payroll pledges submitted for 2019-20 will continue into and through 2021, 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: _____

Campaign timeframe: _____

Signature: _____ Date: ____/____/____

Please return completed form to Angela French at development@lewiscountyuw.com or:

**United Way of Lewis County
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