

ROLLOVER GIVING FAQ

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. Any gifts that were made via cash, check or credit card are not eligible for rollover and would need to be made by the employee as a new gift. Any employee always has the option to make changes to their gift including an increase, decrease or other adjustment based on their personal situation.

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.

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.

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 2020 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 2022 payroll deductions.

If your company runs a paper campaign, those pledge forms will be submitted to payroll or your Workplace Champion. Those forms should then be scanned and sent the United Way Relationship 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 picked up by your Relationship Manager or dropped off at our office.