

ROLLOVER GIVING CAMPAIGN

LIVE UNITED

Over the last few months our world has pressed pause on what we see as normal. The pandemic has not been easy on our community - with small businesses struggling, job losses, food shelf shortages, and childcare struggles. But our community will do what we always do - remain United. We will be United in support, United in service, and United in hope.

This year, we need your help to pull together and rise as one to support our community's needs. 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. This continued support will ensure that our community has the resources needed to come out even stronger. As always, we appreciate your continued support of United Way of Central Minnesota.

WHAT WILL I NEED TO DO TO HOST A ROLLOVER GIVING CAMPAIGN?

This involves just a few steps:

- Review the FAQ on the back of this form.
- United Way will provide you with a list of your 2019 payroll donors and designations.
- Your Workplace Champion 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 United Way Relationship Manager. Do not include any donors that have left the company.
- Reach out to new employees that have joined since the end of your 2019 campaign. Provide new staff with a United Way packet including a pledge form and new hire brochure.
- Inform your company payroll contact to begin the new deductions at the normal time.

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 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 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.