



CAMPAIGN ROLLOVER

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.

We understand that everyone's situation is unique and your 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. Using a 'rollover' campaign method, you can continue to give employees the opportunity to support our neighbors in need.

WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign takes your employee giving (payroll deductions and billing) from your last campaign and automatically rolls it over to this year's campaign including gift amount, type of pledge and any designations, unless any changes are specified by the employee. 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 STEPS ARE INVOLVED?

- Create communications to explain the rollover option to employees.
- Determine a point person for employees to contact regarding changes to their gifts or renewals for cash, check or credit card gifts.
- Reach out to new employees that have joined since the end of your 2020 campaign. Provide new staff with a United Way packet including a pledge form and brochure.
- Submit pledge forms to your United Way contact for any new employees or changes for existing donors at the end of your campaign.

WHAT TOOLS CAN UNITED WAY PROVIDE?

- UWSC provides a spreadsheet with the details of your last campaign including donor name, amount and designations for ease of answering employee questions.
- UWSC provides sample communication to help you inform your employees about the campaign as well as answer questions that might come up.

UNITED WAY CONTACTS

For further details and to schedule a meeting with United Way staff, email info@uwofsc.org or contact a member of our development team below.

Kate S. Baer, Executive Director of United Way of Sheboygan County, kate@uwofsc.org
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