



ROLLOVER CAMPAIGN

In a world that has been reshaped by COVID-19 as we stay at a distance, our community is finding new ways to keep going and come together. And now, MORE THAN EVER, we need your help in responding to our community's needs.

We understand that everyone's situation is unique, and this year's annual United Way 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 Danville-Pittsylvania County.

WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign takes your employee giving (payroll deductions and billing) from 2019's annual campaign and automatically rolls it over to the 2020 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?

- **Complete and submit the confirmation form.** Attached you will find a form to provide us with all the details needed to get started.
- **Define the timeline for when you want to run your campaign.** You will need to communicate to your employees the details of the Rollover and how they can make adjustments. We recommend about 2 weeks for notifications to their gift, including designations or to increase giving. For community unity, we are suggesting Monday, October 5 through Friday, October 17th as your Rollover Campaign dates. If these dates are not possible, place your dates in the form below.
- **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 2019 campaign.** Provide new staff with a United Way packet, including a pledge form and brochure.
- **At the end of your campaign, submit pledge forms to United Way for any new employees or changes for existing donors.**

WHAT UNITED WAY CAN PROVIDE?

- **2019 Donor Information:** We will provide a spreadsheet with details of your 2019 giving, including donor name, amount and designations for ease of answering employee questions
- **Communication Plan:** We will provide a sample communication to help you inform your employees about the campaign, as well as answer questions that might come up.
- **Campaign material:** We will provide our 2020 employee campaign information card, Pledge Forms and Report form.