

2021 ROLLOVER CAMPAIGN PURPOSE

Your support for United Way of Southwest Virginia funds early education, social and emotional health, financial stability services, and disaster relief for children, families, and individuals in our local community. Below is more information about implementing a continuous rollover campaign this year to help our community today and into the future.

WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign takes your employee giving (payroll deductions and billing) from 2020's annual campaign and automatically rolls it over to the 2021 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?

1. **Complete and submit the confirmation form.** On the next page is a form to provide us with all the details needed to get started.
2. **Define your timeline for when you want to run your 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 adjust. We recommend about two weeks for notification of adjustments to their gift including designations or to increase giving.
3. **Determine a point person** for employees to contact regarding changes to their gifts or renewals for cash, check or credit card gifts.
4. **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.
5. **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?

2020 Donor Information: We can provide a spreadsheet with the details of your 2020 giving including donor name, amount and designations for ease of answering employee questions.

Communication Plan: We will provide sample communications to help you inform your employees about the campaign as well as answer questions that might come up.

ROLLOVER CAMPAIGN CONFIRMATION

Our company/organization will implement a Rollover Campaign for the 2021 Annual Campaign. We understand that this means all employee payroll pledges submitted for the 2020 will be continued flat for 2021, including designations, unless otherwise notified by the donor of any changes.

COMPANY/ORGANIZATION NAME: _____

EMPLOYEE CAMPAIGN CONTACT: _____

EMAIL: _____ PHONE: _____

SIGNATURE: _____ DATE: _____

CAMPAIGN DATES: _____

Date of first payroll run including deductions: _____

How often is payroll processed? _____

Number of scheduled runs for this campaign year: _____

Will the company be providing incentives or matching gifts? _____ Yes _____ NO

If so, please describe: _____

Please return confirmation form to donations@unitedwayswva.org

Location:

United Way of Southwest Virginia
1096 Old Berry Drive
Abingdon, VA 24210
(276) 525-4071

Mailing Address:

United Way of Southwest Virginia
P.O. Box 644
Abingdon, VA 24212
(276) 525-4071

