

# ROLLOVER CAMPAIGN



As the world presses pause and we stay at a distance, our community is finding new ways to keep going and come together. 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 our communities' needs. Because of this, we are offering the option of a Rollover Campaign this year. As always, we appreciate your continued support of United Way of Siouxland.

## WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign takes your employee giving (payroll deductions and bill at home pledges) from last year's campaign and automatically rolls it over to this year's campaign including gift amount 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. Employees have the option to make changes to their gift including an increase, decrease or other adjustment based on their personal situation. New employees and those who did not give last year also have the opportunity to give.

## WHAT STEPS ARE INVOLVED?

- Gain approval for a rollover campaign from your company's Human Resources or Legal Department before moving forward.
- Complete and submit the confirmation form on the next page.
- Define the timeline for when you want to run your campaign. Before your campaign, you'll need to communicate to your employees the details and how they can make adjustments including how new employees and those that did not give last year can give. We recommend a two week notification for adjustments to their gift including designations or to increase giving. We can provide sample communications.
- Determine a point person for employees to contact (Employee Campaign Manager-ECM) regarding changes to their gifts and renewals for cash or check gifts. Credit card gifts can be made online.
- Ask your Human Resources Department to run a list of current payroll deduct pledges and current employees.
- United Way can provide a list of employees who gave a cash, check or credit card gift. We can also provide a list of those employees that asked to be billed at home. Gifts will need to be re-confirmed and cash collected. Or employees can switch to payroll deduct.
- Reach out to new employees and those that did not give last year. Provide those employees with a United Way information including a current pledge form (either paper or fillable PDF).
- Submit pledge forms to United Way for any new employees, those that did not give last year or changes for existing donors at the end of your campaign.

## GREAT RESOURCES FOR YOUR CAMPAIGN

- Campaign Tool Kit: An online resource containing everything you need to promote your campaign. It includes our campaign video, virtual agency partner videos that can be shown to employees or emailed to them so they can see how their donations impacts their community. <https://www.unitedwaysiouxland.com/campaign-toolkit>
- BONUS TIP: Use incentives to encourage increased giving and new pledges!

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## ROLLOVER CAMPAIGN CONFIRMATION

Our company will implement a Rollover Campaign for the 2020/2021 United Way of Siouxland Campaign. We understand that this means all employee payroll deductions and bill at home pledges submitted for the 2019/2020 campaign will be continued for the 2020/2021 campaign, including designations, unless otherwise notified by the donor of any changes.

**EMPLOYEE CAMPAIGN MANAGER CONTACT:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**AUTHORIZED SIGNATURE:** \_\_\_\_\_

Please return confirmation form to United Way of Siouxland.

**United Way of Siouxland**  
**701 Steuben St.**  
**Sioux City, IA 51101**  
**Phone: 712-255-3551**  
**Fax: 712-255-3028**