

LIVE UNITED



United Way
of Lake & Sumter Counties

ROLLOVER CAMPAIGN

As the world pauses and we remain 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 respond to this crisis with our community in a way that is... yes **United**.

We understand all situations are unique, this year's annual campaign needs to look a little different. Together, we can do this 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 Lake and Sumter Counties. In fact, we have a creative option called Rollover and we are excited to share with you. Whether you choose this new option or refer to go with traditional giving, please know on behalf of those we serve, we are extremely grateful.

WHAT IS A ROLLOVER CAMPAIGN? A Rollover Campaign simply roll over your employee giving (payroll deductions) from the 2019 annual campaign and automatically roll over to the 2020 campaign. Their gift amount, type of pledge, and any designations, unless your employee wants to change them, will remain the same. Any employee may certainly decrease, or adjust as needed before rollover is complete. This of course does not only apply to payroll giving, any cash, check, or credit card donations may be easily shared on ones website and auto-renewal is now available for your future preference.

WHAT CAN YOU DO TO ROLLOVER?

- **Complete and submit your confirmation page**, all needed information is there along with how to share it back with us.
- **Define your timeline for when you want to run your campaign.** This looks a lbit different than a traditional campaign. Right before your campaign, you'll want to share with your employees the details on how to make any adjustments. We have found 2 to 3 weeks ahead of your campaign start date is ampell time for adjusting, increse, or changing designations.
- **Determine point person employees contact regarding changes to their gifts or renewals for cash, check or credit card gifts. Your company point person may a connector for more details or questions, we, of course, are absolutely at your service.**
- **Reach out to those new team members joined 2019 campaign.** Provide new team members with a United Way packet that includes new employee's who follow in the start of will want to know to also make a difference.
Submit pledge forms to your United Way contact for any new employees that need more or changes for existing donors at the end of your campaign? Call or email and we will send more quick!

WHAT TOOLS CAN UNITED WAY PROVIDE?

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

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ROLLOVER CAMPAIGN CONFIRMATION

Our company/organization will implement a Rollover Campaign for the 2020 Annual United Way Campaign. We understand that this means all employee payroll deductions submitted for the 2019 campaign will be continued flat for the 2020 campaign, including designations, unless otherwise notified by the donor of any changes.

2020 Campaign -January 2020-December 2020(Payroll deduction calendar year 2021

COMPANY/ORGANIZATION NAME: _____

CAMPAIGN COORDINATOR CONTACT: _____

EMAIL: _____ **PHONE:** _____

SIGNATURE: _____ **DATE:** _____

Return confirmation form to your United Way contact:

Anessa Hunt Jones
Campaign Director

anessa@uwls.org

352-801-8655

**United Way of Lake and Sumter
Counties**
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