



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, we need your help to respond to crisis and meet our community's needs.

We understand that everyone's situation is unique, as this has and continues to be a challenging, different year. As a result, we are offering a Rollover Campaign option this year. We thank you for your continued support of **United Way of Decatur & Mid-Illinois** and our community.

WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign takes your employee giving (payroll deductions and billing) from last year's annual campaign and automatically rolls it over to the current campaign, unless any changes are specified by the employee. Any gifts that were made via cash, check, and/or credit card are not eligible for rollover and employees would need to be asked to make a new gift. Any employee can opt out of the rollover to make changes to their gift including an increase, decrease, or other adjustment based on their personal situation.

WHAT STEPS ARE INVOLVED?

- **Send us confirmation.** Fill out this sheet or email us your rollover campaign confirmation.
- **Define your campaign timeline.** Communicate with your employees about the details and how they can make adjustments. We recommend about 2 weeks for notification of adjustments to their gift.
- **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 flyer.
- **Return pledge forms to your United Way contact for any new employees or changes for existing donors at the end of your campaign.**

ROLLOVER CAMPAIGN CONFIRMATION

Our company/organization will implement a Rollover Campaign for the 2020 Annual Campaign. We understand that this means all employee payroll and bill me pledges submitted for last year's campaign will be continued as is, unless otherwise notified by the donor of any changes.

COMPANY/ORGANIZATION NAME: _____

CAMPAIGN COORDINATOR CONTACT: _____

EMAIL: _____ **PHONE:** _____

SIGNATURE: _____ **DATE:** _____