

UNITED WAY OF SOUTHWEST MINNESOTA

How Does a ROLLOVER CAMPAIGN Work?

The annual United Way of Southwest Minnesota campaign is very dependent on donations from companies who allow their employees the opportunity to give to our annual campaign through their workplace. In fact, in our 2020 campaign, combined donations from those companies and their employees made up 72% of the entire campaign. The remaining 28% came from individuals, small businesses, service organizations, special events and donations from outside of our service area.

EVERY DONATION MATTERS!

This shows how valuable workplace campaigns are to the success of our mission. We cannot improve lives and strengthen communities throughout our service area without the support of the many companies that allow us to engage their employees!

One option we implemented last year was the option of a rollover campaign. If you think this might be of interest for your workplace, please review the following and reach out to our office with any questions.

What is a rollover campaign?

Rollover giving is an easy way to continue your campaign during the current crisis. It would allow your **payroll deduction donors** the option to keep their payroll pledge in place for another year. **You would want to verify with your payroll department that this is an option, including what verification they would need from each employee.**

What are the benefits of a rollover campaign?

1. Your employees can still support United Way of Southwest Minnesota and our service area even if your workplace isn't hosting a full, traditional campaign.
2. It is easy for your employees, as their pledge will continue automatically and they will not need to take any further action unless they choose to opt out or wish to update the amount of their donation.

What will I need to do to host a rollover campaign?

1. First and foremost, verify with your payroll department what they require from employees who wish to continue/discontinue their payroll deduction pledge.
2. Then reach out to those who are currently giving via payroll deduction outlining the following:
 - a. Inform them that last year's payroll pledges will be rolled over for this coming year's campaign, unless the donor contacts you to opt out by XXXX date.
 - b. Invite them to continue their payroll deduction with the option of increasing the donation amount.
 - c. Inform them that their donation will go to the UWSWMN Community Impact fund unless they designate a specific focus area they prefer.
3. Also, we recommend reaching out to all employees regarding the options to give in whatever form works for them. We can set up a specific page for your workplace for new payroll deduction pledges. (Contact Julie at julie.decock@unitedwayswmn.org to learn more.)
4. Send updated final listing to your payroll department so they can update their records.
5. Return detail of payroll deduction pledges, along with other funds raised during your internal campaign, to UWSWMN along with the workplace report form.

**EVERY PERSON. EVERY COMMUNITY.
EVERY DAY OF THE YEAR.**

United Way
of Southwest Minnesota



SAMPLE EMAIL REGARDING ROLLOVER GIVING OPTION:

Dear [donor],

Thank you for last year's payroll deduction pledge of \$[XX] to last year's United Way of Southwest Minnesota (hereafter UWSWMN). It is currently at work helping improve the lives of local people throughout their service area. If you would like to view the current list of UWSWMN partner programs, go to UnitedWaySWMN.org/CI.

This year, in place of our traditional workplace campaign activities, [Company Name] will allow you to continue your payroll deduction pledge for an additional year. If you would like to take advantage of this option, you do not need to take further action. All donations will continue as set up last year, unless you note changes by [date].

Please consider increasing the amount of your donation in order to have additional impact in the lives of local people. If you would like to change the amount of your payroll deduction pledge, please fill out the attached form and return it to [email address] by [date]. New and continuing donations for the new campaign year will start being deducted from your paycheck starting [date].

Thank you for joining your co-workers in giving back to the local communities. Your support is making a difference in the lives of local people!

Sincerely,

[Campaign Ambassador]