

How to Run a Rollover Campaign

Thank you for running a United Way campaign in your workplace! Your workplace campaign is helping to solve the BIG problems across our communities. Running a Rollover Campaign is an easy way to re-engage employees who gave last year to give again.

Benefits to Running a Rollover Campaign

Running a Rollover Campaign will reduce the time and energy of the Employee Campaign Coordinator to plan, execute and engage employees in their United Way Campaign.

Three Steps to Run Your Campaign

1. First, determine if your company will continue to accept and process 2021 payroll deduction contributions.
2. Your staff partner will send an email directly to 2019 donors from your company asking them to renew their pledge in 2020.
 - a. This email is customized for every individual employee and will include the amount of their 2019 pledge in the body copy.
 - b. The email also contains a link that employees will use to complete the rollover or increase of their pledge for 2020.
3. Pledge information is integrated into an Excel spreadsheet.
 - a. This spreadsheet will be available in real time to enable you to:
 - i. Monitor campaign progress and results.
 - ii. Award prizes and incentives.
 - iii. Provide pledge report to company payroll department for payroll deduction purposes.