

TRY A ROLLOVER CAMPAIGN

To ensure a smooth and successful giving experience, we encourage a rollover campaign—an approach that simplifies the process for you and your employees while sustaining vital community support. Most contributors are happy to maintain their current giving levels, making this an efficient way to reduce administrative effort and continue making a meaningful impact.

H O W I T W O R K S

PLEDGE CONTINUATION

If employees wish to make changes, they can use the following options: Use the link provided in the letter to update their contributions, increase their gifts, or discontinue them altogether.

Alternatively, they can notify your payroll team of their desired changes, and payroll will coordinate with us to implement them.

NOTIFYING EMPLOYEES

All giving commitments from the current year will automatically continue into the following year, making the process easier for everyone involved. We will coordinate with your payroll team to update our records as needed, accounting for retirements, staff transitions, or any other changes that may occur.

UPDATING CONTRIBUTIONS

Employees will be notified that their contribution pledges from the previous year will automatically carry over into the upcoming campaign, making it easy to continue their support without needing to take additional action. Of course, they'll still have the option to adjust their pledge or opt out entirely if they choose.

If you're interested in implementing a rollover campaign, we're here to help every step of the way! We can also provide a sample letter to share with employees, making communication easy and clear.

Please feel free to reach out to Jana Routt at jana@unitedwaylakeshore.org or (231) 332-4004. with any questions or for guidance throughout the process..