

Rollover with United Way of Central Georgia

Thank you for your support of the United Way campaign. Your financial support is critical in the operation of many programs that support people in our community year round and enables us to provide emergency driven support when our community is in crisis. Our community needs your support now more than ever!

Below is more information about hosting a Rollover campaign this year.

What is Rollover? Rollover is an easy way to take your employee giving from 2023-2024 annual campaign and automatically rolls it over to the 2024-2025 campaign including gift amount, type of pledge, and any designations. Gifts that were made via cash, check, or credit card are not eligible for rollover. An employee always has the option to make changes to their gift including an increase, decrease or other adjustment based on their personal situation.

What will I need to do to host a continuous giving campaign? This involves just a few steps below:

- Your United Way Relationship Manager will provide you with a list of 2023 payroll donors.
- You send an email to donors, letting them know that your company is hosting a Rollover campaign and that 2023-2024 payroll pledges will be rolled over for the 2024-2025 campaign unless the donor contacts you to opt out. United Way has a sample email you can use to alert your donors.
- Return the final list of employees with their payroll pledge amounts to your Relationship Manager. Do not include any donors that have left the company.
- Inform your company payroll contact to begin the new deductions at the normal time.

Will my donors be able to continue their designations? Yes – your donors’ designations will continue to roll over again unless they let you know of any change.

How will I know which donors have pledged or changed their gifts? If your company utilizes rollover payroll giving, the payroll total you submitted through your Relationship Manager will be reflected in your company’s 2024 campaign payroll statement.

Some of our donors don’t give through payroll. Can they still give? Absolutely! Your Relationship Manager can help you coordinate cash, check and credit card gifts just like we have in past either through online pledging or pledge forms.