

ROLLOVER CAMPAIGN



KEEP IT SIMPLE WITH A ROLLOVER CAMPAIGN

Thank you for continuing to be a champion for our community. Your support helps United Way of Martin County create lasting change in the lives of those who need it most.

We understand every workplace is different—and sometimes, simplicity is best. That's why many of our Corporate Partners choose to run a Rollover Campaign. It's a streamlined way to maintain your company's support without starting from scratch.

WHAT IS A ROLLOVER CAMPAIGN?

A Rollover Campaign automatically renews each employee's previous payroll deduction pledge for the new campaign year—same amount, pledge type, and designation—unless they request a change.

***Note:** Rollover applies to payroll deductions only. Contributions via cash, check, or credit card must be submitted again.*

HOW IT WORKS:

1. **Confirm Participation** – Complete the Rollover Campaign form.
2. **Share Your Employee List** – Let us know who's currently giving via payroll deduction.
3. **Set a Campaign Window** – We recommend a 2-week period for employees to adjust or opt in/out of their pledge.
4. **Assign a Campaign Coordinator** – Designate someone who can field employee questions.
5. **Invite New Employees** – Provide pledge info and forms so they can get involved.
6. **Submit Changes** – At the end of the campaign, send updated pledge info to United Way.

WHAT WE PROVIDE:

- Sample emails and messaging
- In-person or virtual campaign presentations
- Personalized support throughout your campaign

Have questions or ready to get started? Contact your United Way representative today.

TOGETHER, WE LIVE UNITED!



ROLLOVER CAMPAIGN



UNITED WAY
Martin County

ROLLOVER CAMPAIGN CONFIRMATION FORM

Our company/organization will implement a Rollover Campaign for the 2025/2026 Annual United Way Campaign. We understand that this means all employee payroll deductions submitted for the 2025/2025 campaign will be continued at the same amount for the 2025/2026 campaign, including designations, unless otherwise notified by the donor of any changes.

* 2024/2025 Campaign – July 1, 2024 – June 30, 2025 (payroll deduction calendar year 2025)

* 2025/2026 Campaign – July 1, 2025 – June 30, 2026 (payroll deduction calendar year 2026)

COMPANY/ORGANIZATION NAME: _____

CAMPAIGN COORDINATOR NAME: _____

TITLE: _____

EMAIL: _____ PHONE: _____

SIGNATURE: _____ DATE: _____

Please return Rollover Campaign Form to:

Trey Fritz

Director of Development

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772-244-2212

United Way of Martin County

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