



United Way  
of Greater Rochester  
and the Finger Lakes

## Continuous Giving with United Way

Your support of our United Way campaign funds critical programs that support local people year-round and enables these emergency-driven activities when our community is in crisis. Our community needs your support now more than ever!

Below is more information about hosting a continuous giving campaign this year to help our community today and into the future.

### What is continuous giving?

Continuous giving is an easy way to continue your campaign. This allows your **payroll donors** the option to keep their payroll pledge in place until you run a traditional campaign again (either later this year or next year).

### What are the benefits of continuous giving?

- Your employees can still support United Way and our community without your workplace needing to host a full, traditional campaign.
- It is easy for your donors, as their pledge will continue automatically and they will not need to take any further action unless they choose to opt out.

### 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 2020 payroll donors.
  - You send an email to donors, letting them know that your company is hosting a continuous giving campaign and that 2020 payroll pledges will be rolled over for the 2021 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 until you host a traditional campaign again.

### How will I know which donors have pledged or changed their gifts?

If your company utilizes continuous payroll giving, the payroll total you submitted through your Relationship Manager will be reflected in your company's 2021 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 ePledge (if you run an online campaign) or through a pledge form. With your permission United Way can also reach out separately to these donors to facilitate their continued giving to the community.

**What if I want to postpone our campaign?**

Our community's nonprofits need your support now more than ever. Continuous giving is an important way to bridge the time gap between your organization's last United Way campaign and your next one. Please work with your United Way Relationship Manager to determine if continuous giving is the best option for your company at this time.