

2021 UNITED WAY CAMPAIGN TYPES

As the world presses pause and we stay at a distance, our community is finding new ways to keep going and come together. Even when we are apart, we remain united in kindness, united in service and united in hope. With every new challenge, we see our community rise to the occasion. And now - more than ever - we need your help to meet this moment and respond to this crisis in our community's needs.

We understand that everyone's situation is unique and this year's annual campaign might need to look a little different in order to best meet your needs while still offering support to those most vulnerable in our community. Because of this, we are offering different types of campaign options this year. Regardless of the type of campaign you'd like to host, please let us know if you would like an in person or zoom presentation for your employees. As always, we appreciate your continued support of United Way of Clallam County.

TRADITIONAL CAMPAIGN

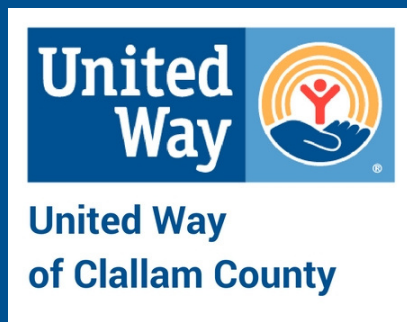
Manage your campaign as you have in previous years by handing out paper pledge forms and interacting with your employees in person. Contact us today to arrange a presentation for your employees!

ROLLOVER CAMPAIGN

A rollover campaign takes your employee giving (payroll deductions and billing) from 2019's annual campaign and automatically rolls it over to the 2020 campaign including gift amount, type of pledge and any designations, unless any changes are specified by the employee. Any gifts that were made via cash, check or credit card are not eligible for rollover and would need to be made by the employee as a new gift. Any employee always has the option to make changes to their gift including an increase, decrease, or other adjustment based on their personal situation.

WHAT STEPS ARE INVOLVED IN A ROLLOVER CAMPAIGN?

- **Define your timeline for when you want to run your campaign.** This looks a lot different than a traditional campaign. Right before your campaign, you'll need to communicate to your employees the details and how they can make adjustments. We recommend about two weeks for notification of adjustments to their gift including designations or to increase giving.



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- Determine a point person for employees to contact regarding changes to their gifts or renewals for cash, check or credit card gifts.
- Reach out to new employees that have joined since the end of your 2019 campaign. Provide new staff with a United Way packet including a pledge form and FAQ sheet. This packet can also be found online at www.unitedwayclallam.org/campaigntoolkit
- Submit pledge forms or a list of employees contributing for any new employees or changes for existing donors at the end of your campaign to info@unitedwayclallam.org

WHAT TOOLS CAN UNITED WAY PROVIDE?

2020 Donor Information: We will provide a list of the details from 2020 giving including donor name, amount and designations for ease of answering employee questions.

Communication Plan: We will provide sample communications to help you inform your employees about the campaign as well as answer questions that might come up. This toolkit includes social media templates as well as sample emails and letters that you can send out to employees.

VIRTUAL CAMPAIGN

Manage your campaign by using digital assets with a customized plan. United Way of Clallam County has created a [Campaign Guide](#) to take your campaign virtual and get ideas on ways to interact with your employees remotely! You can utilize an [online pledge form](#) instead of using paper pledges. We will gather your employees pledge details through our website and email you an excel document with their information for payroll deduction or cash/check pledges.

Questions? Contact info@unitedwayclallam.org or call 360-457-3011