

CONTINUOUS GIVING WITH UNITED WAY

Your support for United Way of the Greater Capital Region funds early education, social and emotional health, and financial stability services for children, families, and individuals in our local community. Below is more information about implementing a continuous giving campaign this year during the COVID-19 pandemic to help our community today and into the future.

WHAT IS CONTINUOUS GIVING?

Continuous giving is an easy way to continue your campaign during this community crisis. This allows your current payroll donors the option to keep their payroll donations in place until you run a traditional campaign again.

WHAT ARE THE BENEFITS OF CONTINUOUS GIVING?

Your employees can still support United Way and our community during this challenging time 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 or increase their gift amount.

WHAT WILL I NEED TO DO TO IMPLEMENT A CONTINUOUS GIVING CAMPAIGN?

To set up a successful continuous giving campaign:

1. Obtain current payroll deduction donors from your Payroll/HR team and confirm a continuous giving policy can be implemented at your workplace.
2. Send an email/letter (see sample on right) to each payroll donor outlining the following:
 - a. Last year's payroll pledges will be rolled over for this coming year's campaign, unless the donor contacts you to opt out by X date
 - b. Invites donors to continue to their payroll deduction with the option of increasing the donation amount
3. Return the final list of employees with their payroll pledge amounts and designations (if any) to the United Way. Be sure to update any donors that have left the company.
4. Inform your company payroll contact to change any deductions.

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. If you would like to postpone your campaign, please work with your United Way representative to determine the best option for your company.



United Way has a sample email you can use to alert your donors:

Dear [Donor],

Thank you for your contribution of \$[x] per paycheck to United Way of the Greater Capital Region. Your donations from last year help provide afterschool education programs to children, mental health trainings to parents, and financial counseling to families.

This year, in place of our traditional campaign activities and meetings, [Company] will allow you to continue your prior payroll deductions for the next year. If you would like to change the amount of your donations per paycheck, please [fill out this link, this form, or email this person]. To learn more about United Way's impact and programs, please visit unitedwaygcr.org. If you do not have any changes to your donation, you do not need to take further actions. All donations will continue as set up last year, unless you note changes by [date]. New and continuing donations for this year will start being deducted from your paycheck starting [date].

We would like to invite you to consider increasing your payroll deduction to support other families and individuals in our community who may be struggling during this time. Thank you for joining with other [Company] employees to give back to our community!

Sincerely,

[Campaign Leader/Payroll Manager]