CEO Rollover Letter

While so much has changed in the past year, one thing that remains the same is the LIVE UNITED spirit that continues to shine strong throughout our organization and our community.

Although we cannot hold a traditional United Way campaign this year, [Company Name] remains dedicated to supporting United Way. In place of company meetings, we will be holding a “rollover” campaign. If you are currently donating to United Way via payroll deduction or bill at home, your pledge will automatically be renewed for the 2023 campaign and new payroll deductions/billings will begin in January of 2024. This allows United Way to continue its support of 80+ programs through 33 agency partners, grants and initiatives to help those in greatest need.

If you would like to make any changes to your current pledge, including opting out of the rollover, please pick up a form from [HR by Date]. If you have not donated in the past and would like to support United Way’s work in our community, please see [HR] for a pledge form.

With housing issues, food insecurity and basic needs continuing to grow, your support of United Way is more important than ever. Thank you for continuing your pledge.

Thank you.

[CEO name]