

EVERGREEN CAMPAIGNS ONE PLEDGE. YEAR-ROUND IMPACT

What is an Evergreen Campaign?

An **evergreen United Way campaign** allows employee pledges to automatically renew each year, continuing for the duration of an employee's service—unless they choose to change or end their contribution. No need for employees to re-enroll annually. No more restarting from scratch. Just ongoing, meaningful support that **sustains community impact year after year.**

Why Make the Switch to Evergreen Giving?

LESS ADMIN	LONG-TERM IMPACT	EMPLOYEE-FRIENDLY
✓ FEWER FORMS	✓ RELIABLE FUNDING	✓ ONE-TIME SETUP
✓ EASY PAYROLL	✓ YEAR-ROUND SUPPORT	✓ CHANGE ANYTIME

What Employers Are Saying:
“We’ve saved dozens of hours in administrative work and our giving levels remain strong year-round. Evergreen pledging has been a win for our company and our community.”
- **Champion Level Campaign Coordinator**

✓ Less Administrative Work

- Reduces need for paperwork and re-enrollment
- Streamlines HR and payroll processes
- Simplifies coordination

♥ Sustained Community Impact

- Ensures consistent, reliable funding for programs supporting education, financial stability, and health in Centre County
- Empowers CCUW to plan long-term solutions, not just short-term responses

✈ Convenient for Employees

- Set it and forget it—pledges continue seamlessly
- Flexibility—increase, decrease, or stop at any time
- Promotes a giving culture without constant asks

Employee Pledges Once

Payroll Deducts Automatically

Sustained Community Support

No Extra Steps - Just Lasting Impact!

How to Implement an Evergreen Campaign

- **Revise Employee Pledge Forms:** Include an "evergreen" option or default.
- **Clear Communication:** Inform employees that pledges continue unless modified.
- **Payroll Coordination:** Set up automatic, ongoing deductions.
- **Recognize Ongoing Donors:** Celebrate them as workplace champions.

CCUW will assist your team with tools, templates, and onboarding support to make this transition smooth and effective!

Ready to simplify your campaign and amplify your impact?

Let's Collaborate. Contact us to start or schedule a meeting to tailor a plan for your workplace. **Together, we can strengthen Centre County—today and every day.**

EVERGREEN GIVING = MAXIMUM IMPACT, MINIMUM EFFORT.



Campaign
Resource Center