

Continuous Pledge Payroll Deduction

What is Continuous Pledge? Continuous Pledge is a University option available to payroll deduction donors who want their United Way pledge to continue from year to year. As a Continuous Pledge donor, you can choose to continue your pledge at the same level or select an incremental increase each year. **Continuous Pledge donors are the foundation for the success of the University's United Way Campaign as their continued commitment helps provide a firm base of support for annual giving.**

How do I become a Continuous Pledge Donor? You can become a Continuous Pledge Donor by selecting the Continuous Pledge option in ePledge, the University's online pledge system, or by selecting this option when completing a paper pledge form. You may choose your pledge to remain constant, or increase your annual pledge by 5%, 10% or 15% each year. Any specific donor designations will likewise continue from year to year.

Changes to a Continuous Pledge may be made at any time by notifying the University's United Way Office at uwco@hr.rochester.edu.

If I am currently a Continuous Pledge Donor, do I need to do anything during Campaign 2025? If you are currently a Continuous Pledge donor you do not need to do anything. If you would like to view or modify your current Continuous Pledge amount or designations please visit the ePledge online pledge system before May 1st. After May 1st please email the United Way Office at uwco@hr.rochester.edu and we will assist you with any questions or changes.

Are there benefits to being a Continuous Pledge Donor? **YES!** Continuous Pledge donors are automatically eligible for prize drawings, as they have already responded to the Campaign. Plus, no annual effort is required, unless the donor wishes to modify their pledge.

Please encourage Continuous Pledge as it is an easy, efficient way to give.