

Dear 2025 UR United Way Coordinators:

Thank you for assisting with the University's United Way Campaign. We hope you enjoy your role as Department Coordinator. Please contact the University's United Way Office whenever we can be of assistance. Helping to make the campaign more **visible** on the department level and assisting in getting the word out about the campaign is important! Please review the **Coordinator Steps for Success** to learn how you can assist us in making the campaign a success. ANY size donations will make an impact. Local nonprofits have taken a huge hit, and as a result so have the many in our community who need assistance.

The 2025 UR United Way website will be available **March 6th**. Please review the information found there. The online "for coordinators and volunteers" section has the same information also available in paper/folder format. The campaign website address is:

www.rochester.edu/unitedway

Online pledging begins **March 12th**. The ePledge link (for online pledging) will be available in Workday and on the website under **make a pledge**. For those who want options other than ePledge, paper pledge forms are available from the University's United Way office and can also



be downloaded from the website. A fillable pledge form can be completed online and sent to the office electronically, via email. There is also a **QR code to scan** for a quick simple pledge, give it a try here.

There are **four weekly prize drawings**. Please see the prize sheet or the website for details. Please encourage early pledging in order to be eligible for more drawings. As always, Continuous Pledge payroll donors with pledges still in effect are automatically included in all prize drawings- one of the many benefits of Continuous Pledge.

Continuous Pledge donors (those with a payroll pledge that rolls over from year to year) will receive an email from the UR UW office with instructions on how to modify their pledge amount or donor options online via ePledge from **March 12th until May 1st**. After May 1st, Continuous Pledge donors can make modifications by sending an email to the UR United Way Office at uwco@hr.rochester.edu.

Campaign reports available to United Way Coordinators include Summary Reports (which include dollars pledged, number of donors, % participation) and Response Reports (which lists who has/has not responded to the campaign). These reports are helpful tools to assist you in managing your department(s) campaign effort. See the Coordinator ePledge Reporting Instructions sheet for more details.

Thank you for your help and support!

Janet Lurz and Jess Portanova, UR United Way Office. Questions?

Contact us at uwco@hr.rochester.edu