

# Connecting Your Workplace with an Online Giving Opportunity

**United eWay** is an online giving opportunity to make your campaign more successful than ever before, in ways that will benefit your workplace and your employees! It's a quick and easy way for your workplace to make a difference in our community.

## What is United eWay Campaign Management?

Campaign Management is a nationally recognized online giving pledge tool designed to help your organization meet your workplace giving goals in an efficient way while maintaining the highest level of donor satisfaction and personal touch.

Running your workplace campaign online with eWay Campaign Management means you can spend less time counting and compiling paper pledges and more time focusing on your campaign goals and efforts.

eWay Campaign Management is secure, does not require extensive coding or programming knowledge, and is accessible 24/7. This makes it convenient for companies of all sizes.

With eWay Campaign Management, your company can launch an online employee giving campaign that engages donors and inspires philanthropy, track campaign results and make the donor experience personal with your organization's customized online pledge site.



### Does Your Company...

- Hope to centralize employee pledge reporting and tracking?
- Want to access real time campaign results available 24 hours a day, 7 days a week?
- Want to do away with paper pledge cards?
- Want to easily upload employee giving information into payroll system?

### Do Most of Your Employees...

- Have access to the Internet?
- Manage their employee benefits online?
- Look for information online?
- Communicate online?

### If You Answered Yes...

Then, United eWay is the perfect tool to help your company run an effective campaign! You'll be proud to say you're using eWay!



## United Way Staff is at Your Service to Guide You Through the Process

Matching the power of eWay Campaign Management is the strength of the team. United Way's experienced staff provides personalized account management and support.

When you decide to run your campaign online, United Way will pair you with your own United Way eBusiness team member to assist you throughout campaign and work with you to build your company's perfect pledge site.

## About United Way

United Way of Central and Northeastern Connecticut mobilizes people and organizations to give, advocate and volunteer to help children succeed, ensure families are healthy and financially secure, and provide access to basic needs. It's all CONNECTED.

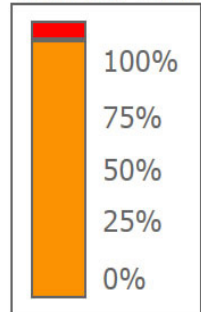
For more information, visit [unitedwayinc.org](http://unitedwayinc.org).



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Dollars Raised  
Towards Goal



We have exceeded our goal by \$6,629.40

## Online Pledging Benefits

### For Employers

- Reduces administrative cost and data entry time.
- More time for creative campaign incentives and communications.
- A variety of payment options including payroll deduction, credit card, direct bill, check, stocks, and more.
- Effectively track pledging and progress toward campaign goal in real time-charts to share with employees.
- A single data point for all methods of pledging resulting in one data file that easily imports to your payroll systems.
- Create reports to gauge the effectiveness of your outreach and communications in increasing campaign participation.
- Hosted on a secure web platform, complete with administrative permissions that let you choose who can see campaign results and donor details.
- Offers a real-time reporting function so you can track contributions and compare departments, offices, or teams.
- Increase participation by offering paper pledge forms to those without Internet access.

### For Employees

- Go Green! – Campaign Management is paperless!
- Easy pledging – six steps or less!
- eWay Help - Employees pledging online have access to United Way's eWay Help Desk. Monitored by the eBusiness team, eWay Help is here to assist online pledgers with any and all pledge and campaign-related questions.
- Pledge to any United Way or choose your charity from the most-up-to-date and frequently vetted national charity database.

## Highly Secure Environment

eWay servers are insured, and audited regularly to ensure they to meet the security standards of our Fortune 500 customers.

Security measures include industry standard SSL encryption technology, PCI DSS compliant credit card processing, as well as electronic and physical protection of all servers 24/7.

Individual campaign coordinators with administrative access to eWay Campaign Management can have customized access to view only the information that is appropriate for them to see.

## Check it out Yourself

Visit [donor.united-e-way.org](http://donor.united-e-way.org) to see how easy United eWay is to use!

Please login using the following information:

Campaign Code: **uwcademo**  
Username: **testdonor**  
Password: **Pledge2015**  
(case sensitive)

Or scan the QR Code below from your mobile device. This is for demonstration purposes only.



## Start Your Campaign Success with United eWay!

For more information, please contact Tomeka Martin, Director, Donor Services at [tmartin@unitedwayinc.org](mailto:tmartin@unitedwayinc.org) or (860)493-6825

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LIVE UNITED



United Way of Central and Northeastern Connecticut