ePledge – paperless campaign!

SERVING OUR COMMUNITY OVER 100 YEARS

United Way

United Way of Greater Toledo

About ePledge

- Online pledging website
- Fast, easy, secure and *mobile friendly*
- 24/7 pledging access
- Ability to see last year's pledge amount
- Each individual employee will have a unique id and password embedded in their email link
- United Way of Greater Toledo will not sell, trade or disclose donors' personal information
- United Way customer service and support (email and phone)
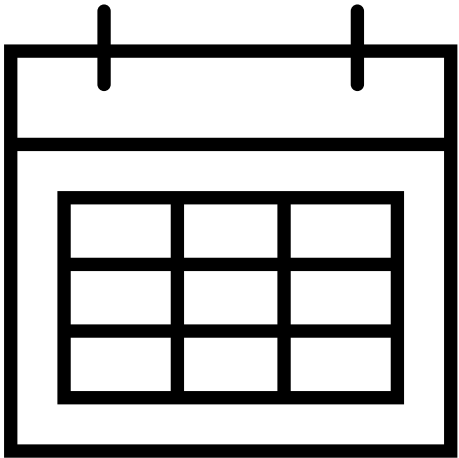
Advantages of ePledge

- **Quick, accurate, secure** pledge processing
- **Minimize or eliminate** paper pledge cards and reporting envelopes
- **Convenient and private** pledging for employees
- **New** employees can be added at **any time** during the campaign
- Kickoff and reminder email messaging scheduled and sent **automatically**
- Instant **email confirmation** of pledge sent directly to employee
- **Real-time** campaign reporting for Campaign Manager
- **Payroll file** provided at end of campaign

Basic Requirements for ePledge

- Employees have access to the **internet**

- Employees have **work email** address

- Company IT department applies IT Approved List to allow email messages

- Company provides employee data file with **unique identifier, such as an employee ID**
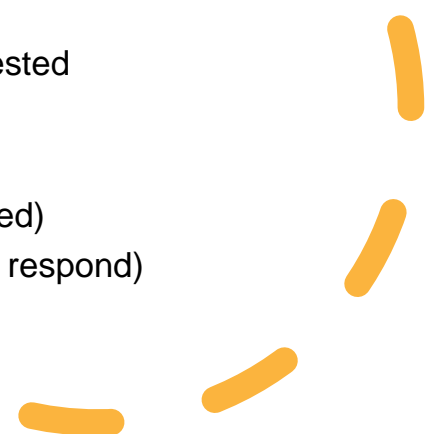
ePledge Timeline

- Prior to Kickoff:

  - **<u>4 - 8 weeks</u>**: Meet with your United Way representative to determine your ePledge specifications

  - **<u>4 weeks</u>** <u>(4 weeks)</u>:
    - Provide employee data file with unique identifier
    - Develop messaging with your United Way rep

  - **<u>1 week</u>**: Test your company's ePledge website

  - **<u>3 days</u>**: Approve your company's ePledge website

  - **<u>During</u>** <u>campaign</u>: Monitor campaign progress with custom reports

  - **<u>Closing</u>** <u>campaign</u>: Payroll file will be provided on requested date

CAMPAIGN STATUS

Name	Campaign Type	Total	Goal	# Emps	# Donors	Participation Rate	# Responses	% Responses	Average Gift
Acme Test Co.	Emp	$5,000	$10,000	300	50	17%	60	20%	$100

Using your Administrator Portal

- Monitor *real-time* campaign progress
- Access your *immediate* campaign status
- Access and edit individual's *pledge information* if requested
- Generate *custom* pledge reports
  - Transaction report (pledge types)
  - Response report (employees who have responded)
  - No-response report (employees who have yet to respond)

Tour the ePledge website!

https://my.unitedwaytoledo.org

LIVE UNITED

We are here to support your campaign!

United Way Campaign Team:
- Your United Way Representative
- ePledge Support Helpdesk

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