

# eCAMPAGNS

Use one of United Way of Metropolitan Chicago’s secure, online pledging and campaign reporting systems to simplify the management of your workplace campaign.

United Way offers two eCampaign systems, ePledge and eWay, which provide organizations with an easy-to-use tool with which to run a more structured and efficient workplace campaign. Your company will have its own website where your employees can pledge their support online and Campaign Leaders can easily track results. These flexible platforms offer secure transactions, timely reporting, more effective communication and simplified campaign management.

## PERSONALIZED DONOR EXPERIENCE

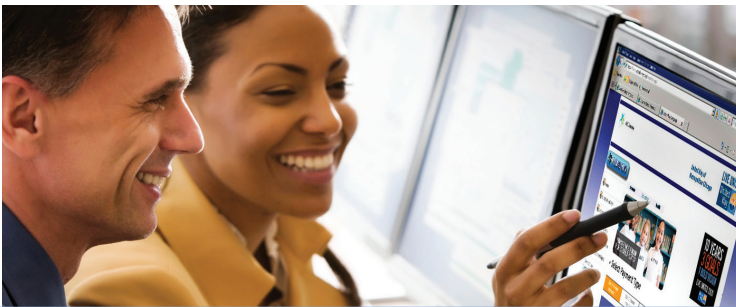
- Custom features allow you to integrate your company’s brand and company-specific information such as an endorsement letter from your CEO or upper management
- Personalized reminders of donor’s previous year gift amount
- Printable pledge confirmation and acknowledgement email
- Opportunity to inform donors about United Way’s strategies and impact, and provide important data regarding the value of their investment

## ORGANIZATIONAL CONVENIENCE

- Eliminate the need to manually coordinate paper pledge form distribution/collection and reporting
- Coordinate data across multiple locations and/or business units with ease
- Send targeted email messages to specific users or entire business units
- Upload company-specific pay periods and structure

## REPORTING AND MONITORING

- Monitor campaign progress securely via easy-to-view dashboards and online reports
- Compare activity across groups or offices
- Target follow-up communications as needed
- Easily export campaign results to populate company payroll
- Create one all-encompassing campaign report



## WHICH IS RIGHT FOR YOU?

Below are some of the features of both ePledge and eWay. During our initial conversations, we can help you decide which eCampaign platform is best for your organization’s needs. Speak to your United Way Relationship Manager for more details.

Feature	ePledge	eWay
Scope of Campaign	Local, smaller national or regional campaigns with fewer locations	National campaign with many locations
Company Personalization	Logo and welcome messaging can be personalized for company	Logo, welcome message and basic style of website (color, etc.) can be personalized for company
Donor Personalization	Personalized campaign emails and site messaging	Personalized campaign emails, site messaging, donor history and donation request
Reporting Needs	Reporting based on location	More complex reporting
Cost	No set-up fee No per transaction fee 8% designation processing fee	No set-up fee \$2.10 per transaction fee 8% designation processing fee

In short, ePledge will be the most user-friendly solution for most organizations. For companies with multiple locations and more sophisticated segmentation needs around communication and reporting, eWay is likely the better platform.



**United Way of Metropolitan Chicago**

PROVIDING A NETWORK OF SUPPORT IN CHICAGO AND THE SURROUNDING SUBURBS

