

Running an eWay campaign

WHAT IS UNITED eWAY?

United eWay is an online technology solution designed to facilitate education, pledge capturing, and administrative functions associated with conducting a United Way campaign. By allowing employees to learn more about United Way through a personalized website, donors have the opportunity to make a contribution online, in an efficient and secure manner.

An eWay campaign is customized to your company's needs, and personalized to include your company's messaging and goals. Your site can include pictures, signatures, logos and communications from executives or campaign leadership to create a personal connection with those making a pledge via the eWay site.

THE BENEFITS OF RUNNING AN eWAY CAMPAIGN:

- Pledging online conserves paper and eliminates the need for follow-up with donors for unsigned pledge forms, contact information, and clarification on donation preferences.
- Employees are provided with a convenient and user-friendly tool to make pledges in a secure environment. Overall, the average pledge takes just 2 minutes to complete!
- The eWay site can create an engaging and highly-personalized experience by educating employees on campaign events, company goals, information on United Way programs, and campaign leadership.
- Campaign coordinators have the ability to access real-time results for participants as you strive towards your goal.

• The more we know, the more we help our community! The average gift made through eWay is 15 times larger than the average gift made by paper pledge forms.

- Donors are thanked! Each donor receives an online “thank you” message when completing their pledge.

BRIGHT IDEA

By creating an “Easy Donation” button on their custom-designed eWay site, PricewaterhouseCoopers raised more than \$370,000 in their largest campaign ever. Employees were encouraged to increase their gift 10% from the previous year, which automatically populated when they logged-in to the eWay system. Because of PwC's enthusiasm around the campaign, 300 new donors were introduced to United Way.



eWAY BEST PRACTICES

» **Customize your giving levels.** With United eWay, you can create specific gift amounts for employees, such as \$10 per pay period, 1% of salary, or a 10% increase over last year's gift. You may choose these options based on your campaign goals.

» **Group employees in teams.** By aligning employees with departments, floors, teams, or executives, you can create a fun, healthy competition in your office. Team leaders also have the ability to track their teams' progress toward the overall goal.

» **Send personalized messages.** When running a Leadership or Tocqueville campaign, eWay allows you to send tailored messages about the magnitude of a gift of that level. For those in the general campaign, eWay messages can highlight the great work that can be done with every donation made in the campaign.

» **Educate your employees.** In today's workforce, online education can be a valuable asset in addition to face-to-face communication. With eWay, you can inform employees about United Way and your company campaign. United eWay is a gateway for a wealth of information for people who want to know what their gift is doing in the community and Live United.

» **Drive participation toward the website.** During existing employee meetings or campaign activities, encourage employees to pledge online so that the company can reach your goal more quickly and efficiently. Team Leaders might even pass out reminders to assigned employees personally to increase awareness and drive participation.

» **Follow-up with those who haven't participated.** Rather than sending mass emails, United eWay allows you to follow-up with only the employees who have not responded. This best practice eliminates over-asking!

» **Thank those who have participated.** Campaign coordinators can easily determine if an employee participates online. By running reports, you can identify in real-time who has participated in the campaign, regardless if they gave a financial contribution. And with a few simple clicks, you can send an additional thank you note to each donor.

BRIGHT IDEA

Due to the nature of their business, Grant Thornton employees are rarely in one place. To meet this challenge, campaign leadership made sure that each employee was linked to a Partner and encouraged healthy competition among the various Partner-lead groups. By creating specialized messaging on their eWay site, they were able to track results, offer incentives, and easily communicate which partner groups were meeting their goals. This helped Grant Thornton almost double their campaign.



The following items are required in order to customize a United eWay campaign:



Company Logo

Data file containing the following fields for all employees to be solicited online (Excel or Text format):



Last Name



First Name



Unique Email Address

Optional Items

The following items may be required, depending on your desired configuration:



Customized welcome message and picture from your CEO



Customized text for your eMail messages (launch and mid-campaign reminders)



Photo of CEO or leadership team

Additional fields on your employee file:



Location



Business Unit



Department



Team



Solicitation Group (Leadership Campaign, General Campaign, etc.)



Work Address



Number of Pay Periods Annually



“Ask” Amount