



# RUNNING AN

# E-CAMPAIGN

**For a simple and secure workplace campaign, use United Way of Metro Chicago's online systems.** Employees can pledge their support and company campaign leaders can easily track results through each company's unique website. Online campaign platforms offer encrypted transactions, timely reporting, more effective communication, and simplified campaign management.

## BENEFITS OF AN E-CAMPAIGN



### Personalize Donor Experience

- Integrate company-specific information using custom features
- Inform donors about United Way's community impact and ways to get involved
- Provide personalized communication to donors
- Receive a printable pledge confirmation and acknowledgement email



### Organizational Convenience

- Eliminate manual paper pledge form distribution, collection and reporting
- Coordinate data and reporting across multiple locations
- Send targeted and integrated campaign messages



### Reporting and Monitoring

- Monitor campaign progress via online system
- Compare activity across groups or offices
- Access an all-encompassing campaign report
- Receive payroll donation information to populate company payroll system



### Cost

- No set-up or transaction fees to use our primary platform, ePledge\*
- Processing fee of 8% deducted from any donation not directed to United Way of Metro Chicago

## HOW DOES AN E-CAMPAIGN WORK?

### ① Before Campaign

- Company provides employee list and content for campaign website and email messaging
- United Way sets up website and emails, and pre-loads employees into system

### ② During Campaign

- Kick off and reminder emails sent to employees, including a secure encrypted login link to make a pledge
- United Way provides customer support to employees who have questions or problems with the system
- Campaign leaders have access to online reporting to track progress in real-time

### ③ After Campaign

- United Way provides a full campaign report, including payroll information for processing
- Company facilitates payroll deductions, sending donations directly to United Way
- United Way distributes funds and regularly reports to community partners, while also providing customer support and proper receipting to employees

\*Most companies find ePledge is an ideal solution for their custom campaign and reporting needs. However, companies with numerous locations and more sophisticated segmentation and reporting needs may want to speak with a United Way representative about our alternative platform, eWay. If you don't know who your contact is, call us at 312.906.2204 or email [help@LIVEUNITEDchicago.org](mailto:help@LIVEUNITEDchicago.org).