

DIGITAL CAMPAIGN OVERVIEW

Organizations partner with United Way to provide their employees with a comprehensive online giving experience (a digital campaign). United Way builds, manages, and coordinates communications for an online giving portal that collects employee pledges efficiently and securely, saving time and energy for you and your organization. Features include:

- Personalized giving website for your organization
- Impactful, automated emails to employees
- Multiple giving methods - payroll deduction, credit card, check, bill me, stock and mutual funds
- Ability to direct donations to United Way or preferred 501c3 nonprofit organizations
- Automatic campaign progress tracking
- Customized, real-time reports available as spreadsheets or PDFs

DONOR ADVANTAGES

- Simple, four step process
 - Choose pledge type and amount
 - Enter any designations
 - Review your preferences
 - Confirm your information
- Informative website with access to impact stories
- Confidential and secure donation entry and data storage
- Automatic confirmation email with pledge details

ORGANIZATION ADVANTAGES

- Efficient Process
 - Paper pledge forms no longer need to be distributed or collected
 - Downloadable reports highlight real-time campaign results and responder status
 - Payroll deductions will be provided in an Excel file and imported into your payroll system
- Secure System
 - Data is hosted in a secure, independently audited environment meeting SOC 2 and SOC 3 standards
 - Credit card transactions are processed through CyberSource, a PCI compliant processor
 - Employee data will not be sold, shared, or traded with external parties for their use
 - Organization can determine who has access to view employee pledge reports
- Automated Communications
 - Sent out through our system from United Way
 - Campaign kick-off email includes campaign information and a link to pledge online
 - Reminder emails include the pledge link and are sent only to employees who haven't participated
 - Wrap-up email shares campaign results
- Environmentally friendly

IS THIS OPTION RIGHT FOR YOU? NEXT STEPS:

1. Set-up an initial conversation with your United Way relationship manager
2. Share the below information 2+ weeks before your campaign starts:
 - Campaign Goal, Start Date, and End Date
 - Organization Logo
 - Employee Information File
3. Select your "Campaign Progress" tracker
4. Determine when you'd like your kick-off and reminder emails to be sent.

EMPLOYEE INFORMATION FILE

Please send the below information in a password protected Excel document to your United Way Relationship Manager 2+ weeks prior to your campaign start date.

Required Information:

- Employee Name (First Name, Middle Initial, and Last Name)
- Work Email Address
- Employee ID (if applicable)
- Home Address (for tax receipting purposes)
- Number of Pay Periods (for payroll deduction)

Optional Information:

- Department
- Building
- Location
- Manager Name

Optional information can be utilized by your organization for campaign reporting.

If you have employees located outside of Midland County, work location will be required. We will utilize that information to ensure their donation is automatically aligned to their local United Way unless otherwise designated.

CAMPAIGN PROGRESS TRACKER

Please select which "Campaign Progress" update tracker you would like to have displayed on your digital campaign website.

Options:

1. Amount Raised
2. Percent Participation
3. Campaign Goal (will also show % to goal and % participation)

EXAMPLE: PLEDGE WEBSITE



ACCESS

Secure Log-In Link

FEATURES

Company Logo
United Way Branding
Stronger Together Video Message
Campaign Goals and Progress

PLEDGE PROCESS

1. PLEDGE INFORMATION → 2. DESIGNATIONS → 3. REVIEW → 4. CONFIRMATION

Please enter your pledge information below.

Your pledge will impact lives through United Way of Midland County, unless otherwise designated.

Payroll Deduction

Credit Card

Check

Bill Me

Stock or Mutual Fund Shares

No Donation

Deduction Per Pay:

Pay Periods Per Year:

Total Annual Pledge:

Designate your gift to another United Way or agency? Yes

PLEDGE OPTIONS

- Payroll Deduction
- Credit Card
- Check
- Direct Bill
- Stock
- No Donation*

*Removes you from future reminder emails during this year's campaign

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DONOR DESIGNATIONS

To designate your pledge, enter your preferred designation amounts below or search for another agency. Press continue when you're finished.

Undesignated dollars will impact your community through United Way of Midland County.

Total Pledge	\$1,200.00
Total Designated	\$0.00
Total Undesignated	\$1,200.00

INVEST IN A SPECIFIC UNITED WAY FOCUS AREA OR ANOTHER UNITED WAY:

Name	Designation Amount
United Way of Midland County: Childhood & Youth Success Focus Area	<input type="text"/>
United Way of Midland County: Household Stability Focus Area	<input type="text"/>
United Way of Midland County: Optimal Health Focus Area	<input type="text"/>
United Way of Bay County	<input type="text"/>
United Way of Clare and Gladwin Counties (Clare Use Only)	<input type="text"/>
United Way of Clare and Gladwin Counties (Gladwin Use Only)	<input type="text"/>

DESIGNATION OPTIONS

- Highlights local United Way
- Search for NonProfit Organizations
- Write-In NonProfit Organization

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Please review your information below.

Your pledge will impact lives through United Way of Midland County, unless otherwise designated.

Name: Prefix First Middle Last Suffix

My Preferences

Recognition Name:

I would like to receive an acknowledgment from my designated organization(s).

Release My Name

Release My Address

I'm under 40 and interested in joining Young Leaders United

I'm planning to retire within the next 12 months

I have been a Loyal Contributor since:

Would you like United Way to combine your gift with your partner's for recognition purposes?
 Yes No

REVIEW

- Release and Recognition Options
- Combined Gift Request

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Please review your pledge information below.

Your pledge will impact lives through United Way of Midland County, unless otherwise designated.

Pledge Type	Payroll Deduction
Pay Periods Per Year	26
Deduction Per Pay:	\$0.00
Total Current Pledge:	\$1,200.00
Total Pledge Year To Date:	\$1,201.00

Designated to	Amount
United Way of Bay County	\$500.00
United Way of Saginaw County	\$500.00
Total Designated	\$1,000.00
Total Undesignated	\$200.00

I would like to receive an acknowledgment from my designated organization(s).

Release My Name

Release My Address

By clicking submit you are agreeing to share the information provided in the privacy policy with United Way, in order to process your transaction.

SUBMIT

- Printable Confirmation Screen
- Automatic Confirmation Email