

United eWay Truist

United eWay Truist (eWay) is a secure, proven online pledge, reporting and distribution system that provides you with significantly more capabilities to run a successful campaign than you have with paper pledging alone. eWay helps you and your company contribute to the community through a web site customized to your company and its workplace giving campaign. Employees pledge their support online and campaign coordinators track results instantaneously through the dashboard option. This flexible and customizable product offers secure transactions, real time reporting and campaign management tools.

eWay Makes it Easy for Your Employees and Coordinators!

Personalized Donor Experience

- Personalized welcome allows for a photograph and an endorsement letter from CEO
- Personalized reminder of last year's gift amount
- Display of thermometer graphics presenting campaign activity against goals
- Printable confirmation and acknowledgement email upon pledge

Reporting and Monitoring Capabilities

- Delivers real-time reports allowing you to track contributions
- Compare activity within departments
- Reporting and exporting features with canned formats and full customization

Secure Environment

eWay services are based on secure systems, are bonded, insured and tested. Annual audits are performed to meet security standards of Fortune 500 companies. eWay uses encryption technology to protect sensitive data and all servers are protected electronically and physically.

Cost and Time Effective

- No set-up or administrative fees
- Eliminate distribution, collection, and manual entry of paper pledge forms
- Creation of final campaign reports for payroll manager
- Allows coordinators to focus time on employee/donor education about United Way's programs and initiatives

Who should use eWay?

Who would benefit from conducting an eWay Campaign?

- A company that currently utilizes best campaign practices
- A company that primarily uses email to communicate with their employees
- A company that has expressed an interest in utilizing an online pledging system to capture campaign pledges
- A campaign coordinator who wants to see immediate campaign results
- A campaign coordinator who wants to use email to follow up with employees who haven't given
- A company that wants to segment its employee population into multiple groups for campaign solicitation
- Export of campaign results to populate company payroll

Requirements to run a successful eWay campaign:

- Company must have a history of running successful United Way campaigns
- Company must have a committed Campaign Coordinator to oversee the online campaign
- All or majority of the employees have an email address
- Company must provide FHUW with a donor file (FHUW will send specified file requirements) that lists at a minimum every employee's name, a unique identifier for each employee, an email address for each employee (not required for employees using paper pledge cards), and each employee's number of pay periods.

Who is using currently using eWay?

Nationally, over 130 United Ways are using eWay. These United Ways administer over 1200 employee campaigns through eWay. The following local companies or organizations are currently using eWay. In the 2012 campaign, they represent nearly 8,000 employees and raised \$1.1 million through the online system for Foothills United Way:

Ball Corporation

BI, Inc.

Cable Television Laboratories

City of Boulder

Level 3

Micro Motion

Premier Members Federal Credit Union

Ricoh Print Production Services

For more information please contact Mike Landauer at 303-444-4013 or mland@unitedwayfoothills.org