

What is it?

- Online Giving System
- Secure
- Convenient
- Integrates a personalized donor experience with the power of group giving
- Uses both email and intranet/websites to deliver your giving message
- Stored, maintained, backed-up through United Way's server; No maintenance

Benefits

Enhances the donor experience

- Simple and convenient way of making a donation
- Immediate confirmation of gift
- Review their account anytime, including prior pledge transactions already in the system, residential gifts and gifts pledged through previous employers

Screens are customizable & flexible

- Company Logo
- Welcome message
- Thank you message
- Customized Emails
- Customized Fields (ID numbers, Departments, etc)

Reduces staff time

- Campaign tracking and re-canvass functionality saves time needed for administration
- Increases Accuracy
- All donation and receipting information is entered by donor
- Built-in review process increases accuracy

Print real-time campaign management data

- Total pledged
- Number of donors
- Average gift
- Company defined goal (thermometer)
- Current campaign compared to previous campaigns

LIVE UNITED



United Way of Monongalia
and Preston Counties

How does it work?

4-6 Weeks Prior

- Kickoff and close dates chosen
- Identify Campaign Key Contacts
 - Coordinator, IT, Payroll
- Start compiling employee data file
- Identify e-Pledge testers

3-4 Weeks Prior

- Employee data file due to United Way
- Deliver any customized communications
- Phone training for administrators and coordinators scheduled

2-3 Weeks Prior

- e-Pledge testers run through the system to assure all is correct
- Communicate any test issues to be fixed prior to campaign kick-off

ONGOING CAMPAIGN ACCESS

- Reports available as desired from the system
- Work closely with United Way for employee email reminders, ongoing reporting and information

After Campaign Close Date

- United Way will close the e-Pledge system at the end of the campaign
- Final reports can be run for two weeks
- United Way can send payroll file to Human Resources upon request

What will it take?

- E-Pledge Module has been purchased through collaboration between WVU, WVU Healthcare and Mylan.
- United Way will pay the yearly maintenance and transaction fees (roughly \$1,800 a year for all three companies) and will pay for any upgrades and future software.

