

eWay

United eWay is a fully-customized online pledging and campaign management system that makes contributing to United Way easy, quick and secure. No longer is it necessary for Employee Campaign Managers to distribute pledge cards, wait for their return and spend valuable time tallying the results.

Accessible from any Web browser, United eWay is a highly personalized and dynamic tool designed to streamline your United Way workplace campaign and afford employees the opportunity to support United Way within a safe, secure Internet-based giving environment.

In addition to reducing administrative time spent managing the campaign, other benefits of United eWay include:

- **Real time tracking** of your organization's campaign results
- **Timely reporting/exporting** of campaign information
- **Enhanced campaign communication**
- Ability to **engage new donors/volunteers** in your campaign

Each site can be custom designed with your staff in mind: we can integrate video, audio, graphics and customized text. United eWay encourages employees to learn about United Way of Greater Cleveland and walks them through their giving decision in 5 Easy Steps:

1. **Select a Method of Payment**
2. **Make a Donation**
3. **Invest Your Gift**
4. **Verify Gift & Personal Data**
5. **Thank You**



Benefits of eWay

Makes contributing to United Way of Greater Cleveland easy and quick and reduces paper consumption

- Ensures more accurate data collection
- Saves processing time and data entry
- Provides real-time tracking and analysis capability
- Assures confidentiality within your campaign
- Allows for application of creative campaign incentives and communications
- Provides integrated e-mail functionality
- Typically, organizations spend 1/3 the amount of time, energy and money implementing United eWay as compared to conventional paper campaign

To learn more about how eWay can work for your organization, please contact your United Way representative.

Sample welcome screen



Sample pledge screen

