



# RUNNING AN E-CAMPAIGN

For a simple and secure workplace campaign, use United Way of Greater Cleveland's online system. Our free-of-charge platform offers real-time reporting, more effective communication, and simplified campaign management.

## BENEFITS OF AN E-CAMPAIGN

### SECURITY



United Way of Greater Cleveland's campaign platform is completely secure and adheres to all current global security and privacy policies.

### DONATION VERSATILITY



Your team can choose from various electronic donation methods such as payroll deduction, credit card and ACH. You can also track donors choosing to give via cash or check for proper follow up.

### PERSONALIZED DONOR EXPERIENCE



- Create a unique platform that meets the needs of YOUR company campaign using our versatile settings.
- Provide personalized, custom e-mail messages to your team throughout the campaign for further engagement.
- Inform your team about fundraising opportunities using custom features for your workplace.

### ORGANIZATIONAL CONVENIENCE



- Eliminate manual paper pledge form distribution, collection and reporting.
- Access your campaign from your cell phone, tablet, or desktop – both in and out of the office.

### REPORTING AND MONITORING



- Monitor your campaign results in real time using the Campaign Manager Dashboard.
- Schedule custom reports on your campaign progress.
- Compare activity across groups or offices.

### TECHNICAL SUPPORT



Customer service, including technical assistance and a Help Desk, is provided to employees who have questions or problems with the system.