

# eWay Overview

**Jon Waldbauer**

Senior Specialist, Digital Systems

# AGENDA

- eWay Statistics
- eWay User Experience
- New This Year
- Demo
- Additional Training & Resources
- Questions

# eWAY STATISTICS

- Approximately 300 eWay Campaigns in 2022
- Online Donors (Local & National campaigns): 27,000+
- Online Dollars Raised (Local & National campaigns): \$15.8 Million+

# AGENDA

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# USER EXPERIENCE

- Feedback: People like speed, ease of use, privacy, being “green”
- Mobile friendly
- Layout and page flows support our goal to encourage gifts to United Way of Greater Milwaukee & Waukesha County
- eWay site support available; Donor Help Desk\* and FAQs

# USER EXPERIENCE

UNITED WAY

ONLINE CAMPAIGNS



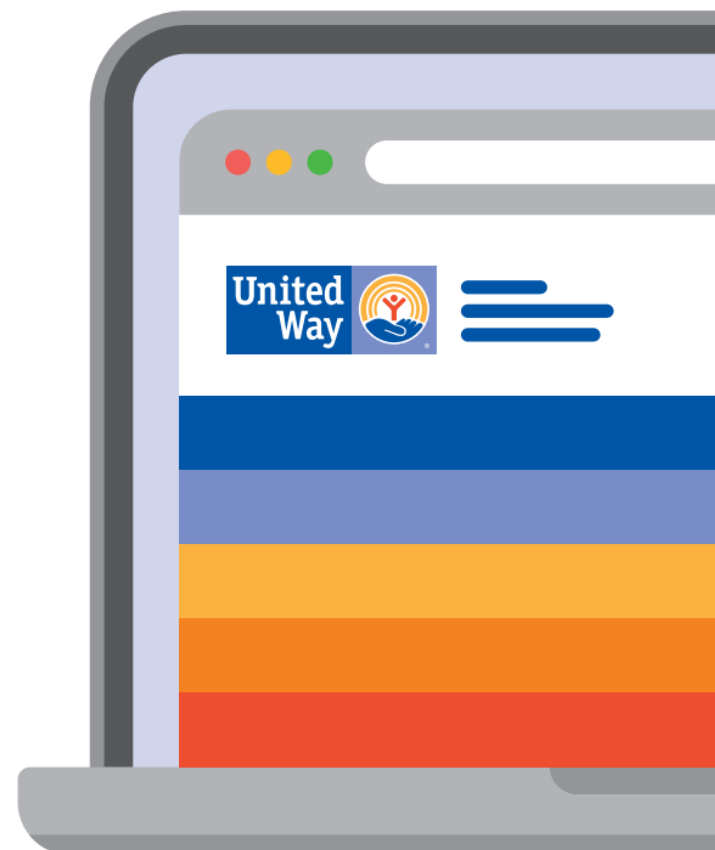
Greater Milwaukee  
& Waukesha County

## United eWay

eWay is an online solution for employee giving campaigns and provides an easy, efficient way for donors to make their gifts electronically. Companies of all sizes are seeing the benefits of taking their campaigns online.

## Advantages of Running an Online Campaign

- **Reduce the workload and administrative costs.** Eliminate the need for paper pledge forms and manual data entry.
- **Reach every employee including field staff and others who can't attend meetings.**
- **Thank employees immediately.** When employees make pledges, they can receive a prompt thank you message.
- **Reduce risk.** Online is more secure than handling paper forms.
- **Easy reporting.** Ambassadors have access to reporting online.
- **Donor support.** Employees have access to email and phone help for any questions.



# USER EXPERIENCE

## ONLINE CAMPAIGN OPTIONS

	Basic eWay	Custom eWay
<b>Coverage</b>	Southeast Wisconsin	Multiple US locations
<b>Lead Time Required</b>	48 hours	6 weeks
<b>Features</b>	Easy to use design, company logo featured	Easy to use design, customized site
<b>Access</b>	United Way provides ambassador with unique login URL to distribute	United Way provides ambassador with unique login URL to distribute, SSO offered
<b>Reporting</b>	Payroll deduction report provided at campaign completion, results available to ambassador real-time	Payroll deduction report provided at campaign completion, results available to ambassador real-time
<b>Support</b>	Local Help Desk	Local Help Desk
<b>Cost</b>	Included	\$3.00 per transaction

# AGENDA

- ~~eWay Statistics~~
- ~~eWay User Experience~~
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# NEW THIS YEAR

- DILLON!
- Donor Services > Donor Help Desk  
[donor@unitedwaygmwc.org](mailto:donor@unitedwaygmwc.org)
- Transaction Cost Increase
- Pay by Check removed

# AGENDA

- ~~eWay Statistics~~
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The Power of the Community Fund 2023



Watch later



Share

the power of  
**THE COMMUNITY FUND**

Watch on YouTube

[DONATE](#)

[GIVE & WIN](#)

[GIVING HISTORY](#)

[DONOR NETWORKS](#)

### Selecting a new password

Enter your old password and then enter a new password. Retype the new password to ensure that it has been entered correctly. Your new password must be between 8 and 15 characters in length and contain at least one character from EACH of the four groups of upper-case letters, lower-case letters, numeric, and special characters. Your Password may NOT contain the following characters: <, >, ", %, or any white-space. (Less than, greater than, double-quote, percent, space.) You cannot reuse a password for at least 5 password changes.

### Password Examples

Abcdefg2!

- valid, contains all four character groups and is 8-15 characters

123+DonateNow99

- valid, contains all four character groups and is 8-15 characters

pa\$\$w0rd

- invalid, contains no upper-case characters

Pwd12345>

- invalid, contains an invalid special character

abcd efgh

- invalid, contains only letters and contains invalid white-space

Adg23@

- invalid, less than 8 characters

### Change Password

Username

Original password

New password

Confirm new  
password

CHANGE PASSWORD

**UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY**

# GIVE & WIN SWEEPSTAKES

United Way

Give a new or increased gift of \$25, \$50, \$75, or \$100 to United Way's Community Fund and initiatives by 5:00 PM. CST Friday, November 10, 2023 and be automatically entered to win.

**GIVE \$100 FOR A CHANCE TO WIN THE FOLLOWING**

**\$10,000 CASH**  
Sponsored by Johnson Controls

**GIVE \$75 FOR A CHANCE TO WIN ONE OF THE FOLLOWING**

<b>MILWAUKEE BREWERS SPRING TRAINING PACKAGE</b> Sponsored by Brewers Community Foundation & Ironia Bank	<b>GREEN BAY PACKERS GAME DAY EXPERIENCE</b> Sponsored by Green Bay Packers
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------

**GIVE \$50 FOR A CHANCE TO WIN ONE OF THE FOLLOWING**

<b>GRAND GENEVA RESORT &amp; SPA GETAWAY</b> Sponsored by Marcus Hotels & Resorts	<b>SUMMERFEST 2024 FESTIVAL PACKAGE</b> Sponsored by Milwaukee World Festival, Inc.
--------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------

**GIVE \$25 FOR A CHANCE TO WIN ONE OF THE FOLLOWING**

<b>MILWAUKEE ADMIRALS GAME DAY EXPERIENCE</b> Sponsored by Milwaukee Admirals	<b>MILWAUKEE BUCKS GAME DAY EXPERIENCE</b> Sponsored by Milwaukee Bucks
----------------------------------------------------------------------------------	----------------------------------------------------------------------------

For official rules and details of these exciting prizes, visit [UnitedWayGMWC.org/Sweepstakes](https://UnitedWayGMWC.org/Sweepstakes).

**THANK YOU TO OUR**



United Way  
of Greater Milwaukee  
& Waukesha County



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**Welcome Jon Waldbauer** | [LOGOUT](#) | [CHANGE PASSWORD](#)

[HOME](#) | [PLEDGE NOW](#)

Below you will find information related to past gifts that you have made using the online system.

You do not have any transactions in the system.

[FAQs](#) • [Privacy Statement](#) • For assistance, contact: [donor@unitedwaygmwc.org](mailto:donor@unitedwaygmwc.org)

United Way of Greater Milwaukee & Waukesha County does not sell or trade information about its contributors to any other organization or person.

## Leadership Society

A gift of at least \$1200 annually means you are a member of the Leadership Society! As a Leadership Society member, you can also join our Donor Networks.

### Diversity Leadership Society

Leaders working to close gaps for our community's diverse populations around the issue of barriers to employment.

### Emerging Leaders

Leaders in their 20s, 30s, and 40s who are looking to be inspired and inspire others to embrace causes centered around education.

### Pride United

LGBTQ+ leaders, allies, and advocates committed to addressing key issues that disproportionately affect members of the LGBTQ+ community.

### Technology United

Technology professionals focused on advocating for digital equity and educating students of all ages.

### Women United

Women leaders moving the needle on issues impacting women and girls.

## LEADERSHIP SOCIETY BENEFITS

- Deepen your understanding of and impact on community issues
- Enhance your personal and professional networks
- Boost your resume
- Access exclusive events and volunteer opportunities
- Connect with industry and community leaders
- Receive recognition in annual United Way Leadership Registry



**Step 1: Pledge Information** [Step 2: Donor Information](#) [Step 3: Review](#) [Step 4: Complete](#)

[BACK](#)

[CONTINUE](#)

I'll pay my pledge the following way:

- Payroll Deduction**
- Credit Card Payment (\$5 minimum)**
- Bill Me (\$10 minimum)**
  - If you'd like to pay by check, please select **Bill Me**.
  - [Other Ways to Pay](#)
- Securities/Stock**

Use the following United Way to continue with my pledge.

- United Way of Greater Milwaukee & Waukesha County**
- I would like to direct my pledge to another community based on a zip code that I will provide.**

[BACK](#)

[CONTINUE](#)

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BACK

CONTINUE

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Zip Code

FIND

BACK

CONTINUE

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BACK

CONTINUE

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Use the following United Way to continue with my pledge.

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- I would like to direct my pledge to another community based on a zip code that I will provide.

Zip Code

FIND

- United Way of Southwestern Pennsylvania

BACK

CONTINUE

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Step 1: Pledge Information Step 2: Donor Information Step 3: Review Step 4: Complete

BACK

CONTINUE

The first payroll deduction will occur in January of 2024.

#### Payroll Deduction Payment

I would like to contribute the following amount per pay period:

- \$5.00 / pay period
- \$10.00 / pay period
- \$25.00 / pay period
- \$50.00 / pay period
- \$100.00 / pay period
- \$  / pay period

#### Invest Your Donation

- United Way of Greater Milwaukee & Waukesha County**  
The most efficient and effective way to invest in the health, education, financial stability, and urgent needs of your community.
- I would like my contributions invested in one or more United Way strategies or special initiatives or a specific health and human service agency (you can select from a list on the next page).

BACK

CONTINUE

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Step 1: Pledge Information Step 2: Donor Information Step 3: Review Step 4: Complete

BACK

CONTINUE

Please choose how your total annual gift of \$120.00 is invested. You may give all of your donation to one organization or divide it among several.

**How the Donor Choice Program Works:**

United Way suggests at least 60% of your total contribution be directed to United Way's Community Fund.

Designated gifts will be disbursed in 2024.

United Way forwards designations to qualified and approved agencies. All agencies, including United Way program partners, may use these funds at their discretion and use is not subject to United Way monitoring of funds or programmatic results.

*\*Pledges will be matched July 1, 2023 to June 30, 2024 until the dollar values stated below have been met.*

Donation Distribution

I would like to invest my donation using:

Percentages of my donation  Dollar amounts from my donation

% **United Way of Greater Milwaukee & Waukesha County**

The most efficient and effective way to invest in the health, education, financial stability, and urgent needs of your community.

% **Health**

Supports programs that provide resources and opportunities for individuals and families to lead a healthy and safe life.

% **Education**

Supports programs that ensure every student is equipped for success in school, work, and life. *New and increased gifts matched by Badger Meter. (Up to \$100,000)*

% **Financial Stability**

Supports programs that help adults create a more financially secure future for themselves and their families.

% **Empowering Minds**

**Key Initiative.** Supports school-based youth mental health services and resources. *New and increased gifts matched by Medical College of Wisconsin. (Up to \$25,000)*

% **Reducing Barriers to Employment & Advancement**

**Key Initiative.** Supports programs that reduce barriers for individuals to obtain permanent employment with a livable wage. *New and increased gifts matched by ManpowerGroup. (Up to \$200,000)*

**% Techquity**

**Key Initiative.** Connects job seekers, students, and others to computers and internet access to ensure everyone has the technology to succeed in our digital world. *New and increased gifts matched by EY. (Up to \$50,000)*

**% Community Schools**

Transforms Milwaukee schools into places where students, families, staff, and the surrounding community can work together to ensure every student is successful. *New and increased gifts matched by Kohler Co. (Up to \$50,000)*

**% Financial Empowerment for Women**

Provides educational tools and resources that assist women in planning their financial future. *New and increased gifts matched by BMO. (Up to \$250,000)*

**% Health Improvement Fund**

Connects vulnerable populations to high quality medical, dental, behavioral health, and prevention services. *New and increased gifts matched six to one by the Milwaukee Health Care Partnership. (Up to \$2 million)*

**% Helping Kids Succeed**

Supports school-based programs that enhance academic and social-emotional learning in Waukesha County. *New and increased gifts matched by Landmark Credit Union. (Up to \$50,000)*

**% Racial Equity**

Supports Black- and Brown-led organizations and ideas through a community-based advisory committee.

**% Total****LOCATE AN AGENCY**

A box will open with a list of non-profit organizations. Click the 'Select Agency' icon next to the organization name to add it to the list above. This list is compiled of agencies that are partners with United Way and those that often receive designations. It is not intended to be a complete list of eligible agencies. Gifts to these agencies do not qualify you for the Sweepstakes drawing.

**WRITE-IN**

If you cannot find the agency you want using the 'Locate an Agency' tool, enter the agency details here.

**BACK****CONTINUE**

**LOCATE AN AGENCY**

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**Locate an Agency****CLOSE**

Agency Name

City

State

Zip  with this zip

Acct. Code

**SEARCH****2023 UNITED WAY OF GREATER MILWAUKEE & WAUKESHA CO****2023 CREATING HEALTHIER COMMUNITIES****2023 UNAFFILIATED AGENCIES**

The organizations listed do not receive annual program funding from United Way. These agencies are listed because they received the highest number of designations last year or were prior year agency program partners and ran a United Way campaign.

**BACK****CONTINUE**

[RETURN TO FULL LIST](#)

• 2023 United Way of Greater Milwaukee &amp; Waukesha Co

SELECT

**Adaptive Community Approach Program, Inc. (ACAP)**

Waukesha, WI, United States - A consumer driven program for people with disabilities, striving to provide educational and life-e...

[More...](#)

SELECT

**Advocates of Ozaukee, Inc.**

Saukville, WI, United States - Responds to victims of domestic and sexual violence with shelter, food, 24-hour crisis line, couns...

[More...](#)

SELECT

**American Red Cross in Southeastern Wisconsin**

Milwaukee, WI, United States - A humanitarian organization, led by volunteers, which provides relief to victims of disasters and ...

[More...](#)

SELECT

**Ascension Wisconsin Foundation**

Milwaukee, WI, United States - Provide dental care for impoverished patients, including dental fillings and dental appliances such ...

[More...](#)

SELECT

**Aurora at Home**

West Allis, WI, United States - Provides compassionate skilled nursing, hospice, therapy and home medical equipment to the homebou...

[More...](#)

SELECT

**Aurora Family Service, Inc.**

Milwaukee, WI, United States - Assists families in regaining and maintaining family stability by building skills to address their...

[More...](#)

SELECT

**Aurora Healing & Advocacy Services**

Milwaukee, WI, United States - Our mission is to offer adult sexual abuse survivors and their loved ones opportunities for healin...

[More...](#)

SELECT

**Bay View Community Center Inc.**

Milwaukee, WI, United States - Offers programs, workshops, clubs and school age tutoring, parenting programs, family activities, ...

[More...](#)

SELECT

**Big Brothers Big Sisters of Metropolitan Milwaukee, Inc.**

Milwaukee, WI, United States - Providing children facing adversity with strong and enduring professionally supported one-to-one m...

[More...](#)

SELECT

**Big Brothers Big Sisters of Ozaukee County Inc.**

Grafton, WI, United States - Matches children facing adversity with volunteers who develop a professionally supported mentoring...

[More...](#)

Step 1: Pledge Information Step 2: Donor Information Step 3: Review Step 4: Complete

BACK

CONTINUE

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A humanitarian organization, led by volunteers, which provides relief to victims of disasters and helps people prevent, prepare for and respond to emergencies.

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Supports programs that provide resources and opportunities for individuals and families to lead a healthy and safe life.

% **Education**

Supports programs that ensure every student is equipped for success in school, work, and life. *New and increased gifts matched by Badger Meter. (Up to \$100,000)*

% **Financial Stability**

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## WRITE-IN

If you cannot find the agency you want using the 'Locate an Agency' tool, enter the agency details here.

### Write-In

CLOSE

Enter the agency you wish to donate to:

Agency Name	<input type="text"/>
Address 1	<input type="text"/>
Address 2	<input type="text"/> (optional)
City	<input type="text"/>
State	<input type="text" value="- select state -"/>
Zip Code	<input type="text"/> - <input type="text"/> (optional)
Phone	<input type="text"/> (optional)
EIN	<input type="text"/> (optional)

SUBMIT

BACK

CONTINUE



Step 1: Pledge Information Step 2: Donor Information Step 3: Review Step 4: Complete

BACK

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**Key Initiative.** Supports school-based youth mental health services and resources. *New and increased gifts matched by Medical College of Wisconsin. (Up to \$25,000)*



Welcome Jon Waldbauer | [LOGOUT](#) | [CHANGE PASSWORD](#)

[HOME](#) | [PLEDGE NOW](#)

**Step 1: Pledge Information** Step 2: Donor Information Step 3: Review Step 4: Complete

[ADD ANOTHER PLEDGE](#)

[CONTINUE](#)

This page summarizes your contribution. If you wish to make another pledge, please select "Add another pledge". Otherwise, click on "Continue".

Date	Status	Payment Type	Total	
		Pending Payroll Deduction	\$120.00	<a href="#">details</a>

[ADD ANOTHER PLEDGE](#)

[CONTINUE](#)

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Step 1: Pledge Information **Step 2: Donor Information** Step 3: Review Step 4: Complete

BACK

CONTINUE

Please carefully review your information below. To make changes to your personal information, enter the information in the spaces provided and click 'Continue' to complete the process. To make changes to your contribution, click 'Back.' We will not share your information with any third party outside of our organization other than contractors or service providers needed to improve our ability to communicate effectively with you.

Acknowledgements

I would like to release my name to the agency(ies) receiving my contribution. **(Home address required)**

**A gift of at least \$1,200 annually means you're a member of the Leadership Society! As a member, you can join our Donor Networks.**

- Diversity Leadership Society:** Leaders working to close gaps for our community's diverse populations around the issue of barriers to employment.
- Emerging Leaders:** Leaders in their 20s, 30s, and 40s who are looking to be inspired and inspire others to embrace causes centered around education.
- Pride United:** LGBTQ+ leaders, allies, and advocates committed to addressing key issues that disproportionately affect members of the LGBTQ+ community.
- Technology United:** Technology professionals focused on advocating for digital equity and educating students of all ages.
- LINC:** Young professionals experiencing the impact their generosity has in the community today, while helping to shape tomorrow. They give \$250+ annually.
- Retire United:** Community members staying connected through meaningful volunteer and advocacy activities.

Account Information

Username

Personal Information

Prefix  (optional)

First Name

Middle Name  (optional)

Last Name

Suffix  (optional)

Nickname  (optional)

Date of Birth  (optional)

Step 1: Pledge Information Step 2: Donor Information Step 3: Review **Step 4: Complete**

[BACK](#)

[PRINT PLEDGE SUMMARY](#)

[LOGOUT](#)

Thank You!



[Please participate in a survey.](#) We value your feedback!

[BACK](#)

[PRINT PLEDGE SUMMARY](#)


[LOGOUT](#)

### Thank You for Your Gift!

 United Way <eway@unitedwaygmwc.org>  
To  Jon Waldbauer

Reply Reply All Forward

Thu 8/3/2023 1:54 PM

 If there are problems with how this message is displayed, click here to view it in a web browser.

**Happy 2023 Campaign! Don't let the rush of the season have you FALLing for cyberthreats. Don't click on EXTERNAL emails.**



**THANK YOU** for making a pledge to our United Way Campaign!

Payroll deductions start with the first payroll of 2024.

**Pledge Details:**

*Name:* Jon Waldbauer  
*Date/Time of Pledge:* 8/3/2023  
*Type:* Payroll Deduction  
*Annual Amount:* \$120.00  
*Designations:* 10.00% to American Red Cross in Southeastern Wisconsin, 10.00% to Education, 10.00% to Financial Stability, 10.00% to Health, 60.00% to United Way of Greater Milwaukee & Waukesha County

*No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. Payments made through payroll deduction also require a copy of your pay stub, W-2 or other employer document showing amount withheld. Consult your tax advisor for more information.*



Welcome Jon Waldbauer | [LOGOUT](#) | [CHANGE PASSWORD](#)

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Below you will find information related to past gifts that you have made using the online system.

Date	Campaign	Pledge	Payment Type	Total
8/3/2023	1 2023 Official Demo Campaign	10039125896	Per Pay Period Payroll Deduction	\$120.00
	50.00 % United Way of Greater Milwaukee & Waukesha County			
	10.00 % Health			
	10.00 % Financial Stability			
	10.00 % Education			
	20.00 % United Community Center, Inc.			

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**Step 1: Pledge Information** [Step 2: Donor Information](#) [Step 3: Review](#) [Step 4: Complete](#)

[BACK](#)

[CONTINUE](#)

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[BACK](#)

[CONTINUE](#)

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BACK

CONTINUE

PLEASE do not click submit more than once. Also, if you would like to edit a credit card donation, first contact your campaign ambassador to have your original payment credited.

Important note: If you created a credit card billing arrangement in 2022 and are still paying that pledge, defer the start of your 2023 payment until after the 2022 billing is complete to avoid double-billing.

Credit Card Payment (\$5 minimum) Payment

Please charge the following amount to my credit card:

I would like to donate by credit card

\$

Billing Start Date

I would like my total annual gift to be billed in the following increments:

- One-time**
- Monthly**
- Quarterly**
- Semi-annual**

Credit Card Payment (\$5 minimum) Information

Card Type

Card Number

Card Verification Number  [what is this?](#)

Name On Card

Expiration Date (mm/yy)

Contact Email Address  (optional)

**Billing Address**

Country

Address 1

Address 2  (optional)



**Step 1: Pledge Information** Step 2: Donor Information Step 3: Review Step 4: Complete

BACK

CONTINUE

There is a \$10 minimum pledge for this gift type. You will receive a bill from United Way of Greater Milwaukee & Waukesha County.

If you wish to pay by check, please complete the online pledge process as a one-time bill and send your check to:

United Way Pledge Processing  
225 West Vine Street  
Milwaukee, WI 53212

Important note: If you created a billing arrangement in 2022 and are still paying that pledge, defer the start of your 2023 payment until after the 2022 billing is complete to avoid double-billing.

Bill Me (\$10 minimum) Payment

Send me a BILL, I will pay at a later date. \$

Billing Start Date

I would like my total annual gift to be billed in the following increments:

- One-time  Quarterly  Semi-annual

Billing Address

Country

Address 1

Address 2  (optional)

City

State

Zip Code



**Step 1: Pledge Information** Step 2: Donor Information Step 3: Review Step 4: Complete

[BACK](#)

[CONTINUE](#)

#### Securities/Stock Payment

I would like to contribute the following total amount in stock(s) and/or securities:

Amount\$

I would like to contribute the following stock(s) and/or securities:

Stock Ticker Symbol

Number of Shares

Estimated Share Price

Please review the [stock payment instructions](#) before continuing.

#### Invest Your Donation

**United Way of Greater Milwaukee & Waukesha County**

The most efficient and effective way to invest in the health, education, financial stability, and urgent needs of your community.

I would like my contributions invested in one or more United Way strategies or special initiatives or a specific health and human service agency (you can select from a list on the next page).

[BACK](#)

[CONTINUE](#)



The Power of the Community Fund 2023



Watch later



Share

the power of  
**THE COMMUNITY FUND**

Watch on YouTube

[DONATE](#)

[GIVE & WIN](#)

[GIVING HISTORY](#)

[DONOR NETWORKS](#)



Dashboard pages are best viewed on a computer. If you wish to use a mobile device, the pages are best viewed in landscape mode.

### Summary

Level	Population	Non-Respondents	Donors	Pledged
<a href="#">All</a>	3	3 (100.00%)	0 (0.00%)	\$0.00

### Reports

[Donations](#)

[Employees](#)

To expedite processing, please scan any paper pledge forms and upload the file here:

**SUBMIT PLEDGE FORMS**

Completed forms and corresponding payments should be sent to:

**United Way Pledge Processing**  
225 West Vine Street  
Milwaukee, WI 53212

Please note that it can take up to five business days for results of scanned pledge forms to show on your dashboard.  
Online pledges are visible in real-time.

All activity for your 2023 workplace campaign on this website should close by Friday, December 15 in the interest of providing final reports before the end of the calendar year. Thank you for your cooperation and support!

# AGENDA

- ~~*eWay Statistics*~~
- ~~*eWay User Experience*~~
- ~~*New This Year*~~
- ~~*Demo*~~
- Additional Training & Resources
- Questions

# ADDITIONAL TRAINING

- How do I know if my account is eWay?
- What do I need to do/know if I have an eWay account?
- How do I/my Ambassador find out campaign results for eWay campaigns?
- How do I recruit new companies to use eWay?
- What is the updated process for requesting a Basic eWay?

# RESOURCES

- Campaign Coordinator Portal
- Campaign Planning
- Files and Request Forms
- eWay Resources and Documentation

The screenshot displays a SharePoint site titled "Campaign Coordinators" with a navigation menu including "Home", "Documents", and "Campaign Resources". The main content area features several resource tiles:

- Campaign Planning (United Way Website)**: A large tile with the "LIVE UNITED" logo and the tagline "These are the faces of change." It includes a grid of photos of diverse individuals.
- Campaign Videos Download Here!**: A tile with a video player and social media icons.
- Volunteer Portal**: A tile with a photo of a group of people holding a "DO GOOD & VOLUNTEER!" sign.
- Campaign Coordinator Training Recordings**: A tile with a photo of a laptop and mouse.
- LIVE UNITED Talking Points and Powerpoint Template**: A tile with a dark background and the "LIVE UNITED" logo.
- Training Videos**: A tile with a photo of hands typing on a laptop.
- Speaker Requests Form**: A tile with a photo of a person shouting into a megaphone.
- United Way Logo**: The official United Way logo is located in the bottom right corner.

# RESOURCES

- **Digital Systems Webpage**
- Updates for External Organizations
- Contact Form
- Training/Demo Resources
- <https://unitedwaygmwc.org/United-eWay-Guidelines/United-Way-Digital-Systems-2023-Campaign-Update>

The screenshot shows a web browser window displaying the United Way Digital Systems: 2023 Campaign Update webpage. The browser's address bar shows the URL: [unitedwaygmwc.org/United-eWay-Guidelines/United-Way-Digital-Systems-2023-Campaign-Update](https://unitedwaygmwc.org/United-eWay-Guidelines/United-Way-Digital-Systems-2023-Campaign-Update). The page features a navigation menu with links for ABOUT, OUR IMPACT, GET INVOLVED, LEADERS IN GIVING, GET HELP, DONATE, and VOLUNTEER. A prominent blue banner at the top of the content area reads "UNITED WAY DIGITAL SYSTEMS: 2023 CAMPAIGN UPDATE".

The main content is dated July 2023 and begins with a thank you message: "Thank you for your support of United Way by serving as a campaign Ambassador." It then states: "We truly appreciate the help of our outstanding workplace partners, and we have some exciting and important updates to share in advance of this year's campaign."

The updates are listed in a bulleted format:

- **Welcome Dillon Eggleston**, our newest Digital Systems Specialist (formerly eWay Administrator). Dillon is feverishly learning how eWay and United Way work in order to best support the upcoming campaign. We are thrilled to have him onboard!
- Donors seeking assistance that have enjoyed the convenience of our Donor Services helpdesk will be glad to learn that we have further **streamlined our customer service capacities**. Questions about pledges can now be directed to [donor@unitedwaygmwc.org](mailto:donor@unitedwaygmwc.org).
- Frontstream, the vendor that owns and operates eWay, has instituted a **price change** for the 2023 campaign. The price is now \$3.00 per transaction, and United Way will continue to bill to your organization in December.
- **Donors who pay by Check** when pledging online will see a slightly revised process, selecting Bill Me and indicating a one-time bill. We anticipate this will enhance our internal processing and expedite the process for ambassadors. Details are on the payment page, and additional questions can be directed to [Donor Services](#).
- We are in the process of looking for a **new online pledge processing system** – or potentially an expansion of the functionality we currently offer – to bolster the success of our online campaigns. We've seen some exciting new ways to fundraise online and are looking forward to showing all of you. Many campaigns may begin to see these changes in functionality beginning as soon as 2024.

As a reminder, you can reference [this webpage](#) at any time for the details of your organization's eWay guidelines and relationship. Feel free to reach out to a team member with questions using the form below. Thanks and happy summer!


Best,

**United Way of Greater Milwaukee & Waukesha County's Digital Systems Team**

Michele Kieweg  
Director, Digital Systems

Dillon Eggleston  
Specialist, Digital Systems

Jon Waldbauer  
Senior Specialist, Digital Systems



# AGENDA

- ~~*eWay Statistics*~~
- ~~*eWay User Experience*~~
- ~~*New This Year*~~
- ~~*Demo*~~
- ~~*Additional Training & Resources*~~
- Questions

# QUESTIONS

- **Michele Kieweg**  
Director, Digital Systems
- **Jon Waldbauer**  
Senior Specialist, Digital Systems
- **Dillon Eggleston**  
Specialist, Digital Systems
- **Digital Systems Team:** [donorservices@unitedwaygmwc.org](mailto:donorservices@unitedwaygmwc.org)
- **Donor Help Desk:** [donor@unitedwaygmwc.org](mailto:donor@unitedwaygmwc.org)

# TODAY. TOGETHER.

