

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

Advantages of Running an eWay Campaign

- **Reduce workload and administrative costs.** Eliminate the need for paper pledge forms and manual data entry.
- **Reach every employee** with email access, including field staff and others who can't attend meetings. Custom welcome and reminder emails provide login and campaign information to all employees – wherever they may be.
- **Thank employees immediately.** When employees make pledges, they can receive a prompt thank you message.
- **Reduce risk.** eWay is more secure than handling paper pledge forms.
- **Easy reporting.** Ambassadors have access to a personalized dashboard for real time results.
- **Donor support.** Employees have access to email and phone help desk for any questions about online giving.

We love having eWay for our campaign. It's easy to use, employees can see their pledging history, and the reporting features are so helpful from year-to-year.

Custom eWay Features

- **Multiple U.S. locations** supported – employees in different locations see campaign information relevant to them.
- **Customized website** can include personalized CEO letter, image, goal thermometer and custom page to highlight your campaign's events or activities.
- **Personalized login** credentials for each employee.
- **Custom welcome and reminder emails** can be sent to employees.
- **Personalized reporting** dashboard for real time campaign results tracking.
- **Payroll deduction files** provided at the end of campaign.

To learn more, contact your United Way representative or visit UnitedWayGMWC.org/eWay.

eWay website production is scheduled as early as two months in advance. There is a transaction cost associated with the use of this software.



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