

UNITED WAY eWAY



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.

eWay is a valuable tool for us, not just in tracking our progress, but in planning and adjusting our communications throughout the campaign.

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. Email eWay access 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 timely reporting.
- **Donor support.** Employees have access to email and phone help desk for any questions about online giving.



Pam Bauman
Columbia St. Mary's

eWay Options

	Basic eWay	Custom eWay
Coverage	Southeast Wisconsin	Multiple U.S. locations
Lead Time Required	24 hours	6 weeks
Reporting Features	Payroll deduction report provided at campaign completion Campaign results reports are available from your Loaned Executive	Payroll deduction report provided at campaign completion Personalized real time dashboard available to Ambassador eWay staff can create custom reports
Email Features	eWay staff provides Ambassador with unique login url to distribute via company email	Custom welcome/login and reminder emails sent to employees
Website Design	Easy to use design Company logo featured	Easy to use design Company logo, custom CEO letter and image featured Goal thermometer Custom page highlighting your campaign events/activities
Cost	FREE	\$2.10 per transaction

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