

EXPAND YOUR IMPACT WITH CAMPAIGN SOFTWARE

eWay's electronic campaign tools make fundraising easier and more convenient

United Way of Metropolitan Dallas is pleased to offer complimentary eWay software, which delivers fundraising campaigns that are streamlined, simplified and highly effective. eWay is a powerful tool for engaging employees in your campaign by delivering convenient and compelling opportunities to invest in their community by supporting education, income and health in North Texas.

Advantages of running an eWay campaign

- » **Reduce the workload** on your campaign volunteers and staff responsible for payroll. eWay campaigns eliminate paper pledge forms and manual data entry.
- » **Track campaign results in real time** so campaign volunteers can make adjustments, target follow-up communications and easily monitor campaign progress.
- » **Reach every employee with email access**, including field staff and others who can't make meetings. Email allows people to get involved at times that are convenient to them.
- » **Thank employees immediately.** When employees make pledges, they receive immediate thank you messages.
- » **Reduce risk** of handling cash and credit card information by using a secure site to protect confidential information.



Automate your campaign. Go electronic.

To schedule an eWay demonstration or begin the process of getting your eWay site set up, please contact your United Way representative or email eWay@UnitedWayDallas.org.

CHOOSE THE EWAY CAMPAIGN THAT'S RIGHT FOR YOU

There are four different types of eWay campaigns. Use this chart to determine which best meets your organization's needs.

	Instant eWay	Easy eWay	Local eWay	Regional eWay
Worksite Locations				
One location in the Dallas area	●	●	●	
Multiple locations in the Dallas area			●	●
Multiple locations in the U.S.				●
Employees who work from home inside the Dallas area	●	●	●	●
Employees who work from home outside the Dallas area			●	●
Website Features				
United Way message, photograph and layout	●	●	●	●
United Way success stories			●	●
Custom message and photo from your CEO featured on home page			●	●
Company logo and custom links featured on home page			●	●
Goal thermometer			●	●
Giving Options				
Payroll deduction, credit card, electronic check, and stock	●	●	●	●
Customize payment types by employee groups			●	●
"Easy Donation" button			●	●
Suggested giving amounts	●	●	●	●
Customize suggested giving amounts			●	●
Employee Accounts				
Employees register while donating	●			
Employee accounts configured prior to campaign launch		●	●	●
Email				
Utilize your internal email system to promote your campaign	●	●	●	●
United Way distributes individual logins throughout your campaign		●	●	●
Automatic thank you message and tax receipt for donors	●	●	●	●
Reporting (● = Sent By Email At End Of Campaign)				
Graphical campaign summary		●	●	●
List of all donations	●	●	●	●
Lists of non-respondents, Leadership and Tocqueville donors		●	●	●
List of payroll donors	●	●	●	●
Track donations by business unit, location, department, team, etc.			●	●
Administrative account for accessing real-time reports		●	●	●
Multiple administrative accounts with different levels of access			●	●
Items Needed For Site Configuration				
Campaign dates	●	●	●	●
Site development form		●	●	●
Employee data file for configuring employee accounts		●	●	●
Custom messages and items needed for your desired configuration			●	●
Setup Time				
Setup time	2 Business Days	2 Weeks	6-8 Weeks	8-10 Weeks