



# e-PLEDGE INFORMATION

## What is e-Pledge?

e-Pledge is a no-cost electronic giving and donor management tool for Rhode Island companies that can increase the efficiency of your United Way of Rhode Island workplace campaign. e-Pledge eliminates or significantly reduces the paper pledge forms traditionally used in the course of a campaign, relieving the burden of personalizing, distributing, collecting and totaling paper pledge forms, resulting in reduced administrative effort. Donors can continue to pledge electronically using payroll deduction, check, credit card, stock or bill direct.

e-Pledge is an internet-based tool that allows donors to input their pledge directly into the United Way of Rhode Island's database using a secure online interface. Each donor will receive a personalized, pre-populated email in a confidential manner. It also allows each Campaign Leader and/or company administrator to generate a variety of real-time reports and monitor the progress of the campaign.

While e-Pledge is an electronic tool to allow donors to make a pledge or donate, it does not replace campaign activities such as internal communications, CEO support, leadership meetings, special events and presentations. These campaign activities are still critical in running a successful United Way workplace campaign.

## What are the benefits of using e-Pledge?

- No-cost to your company
- Eliminates or significantly reduces the need for paper pledge forms
- Secure pledging system and employee excel files can be sent via Encryption software
- Enhances the donor experience – simple and convenient way of making a donation
- Donors are able to view their previous year's donation on their personalized and pre-populated web page and can update and manage their own information
- Donors have option of entering a pledge via payroll, credit card, "bill me," cash, check, or stock
- Donors can enter designations for any 501c3 agency or agencies
- Enables Campaign Leaders access to real-time reporting (excel or PDF) and tracking of donors during your workplace campaign
- Emails will automatically stop once employees open their personal page and make a donation or enter a "no thank you" acknowledgment
- Increases accuracy – all donations and receipting information is entered by donors
- Immediate gift confirmation emailed to donors

## Requirements

What are the requirements for e-Pledge?

- At least 80% of employees must have an email address and access to a computer
- Company has the ability to send United Way of Rhode Island an excel file of employee information, ID#, pay frequency and email address as well as some other optional information (United Way and your company sign a non-disclosure / confidentiality agreement assuring you that we do not use employee's email addresses other than the e-Pledge campaign)
- Must have Internet Explorer version 11, Firefox 31.3.0 or current version of Google Chrome and Windows 7 or higher
- Employees must be paid from the Rhode Island area

## Frequently Asked Questions

### Q: Is the United Way e-Pledge system secure?

- A: The answer to that question is YES. While no system is impenetrable, our system is designed for maximum protection of employees' transactions.
- Data is transferred via a "secure session" established with Secure Sockets Layer (SSL) 128-bit encryption technology.
  - Our servers are located on a secure computer and are behind an Internet firewall.
  - In addition, employee excel files and payroll deduction files can be sent via Barracuda Encryption software

### Q: Why does United Way want all of our employee information before the start of the campaign?

- A: For your employees to sign-in, their information must be pre-loaded into the system with employees' unique user names and passwords. A non-disclosure/confidentiality agreement is signed between United Way and your company to use the information strictly for the e-Pledge campaign.

### Q. What is the timeframe to start an e-Pledge campaign?

- A. We ask for you to fill out the "e-Pledge Campaign Set-Up" a month prior to your campaign start and send the excel file two weeks prior. Your United Way representative will discuss the details with you.

### Q: How does it work? What do the screens look like?

- A: For an online demonstration visit our website at:  
<https://www.youtube.com/watch?v=BcXLOOIXIUQ>