



# WHAT IS ePLEDGE?

**United Way  
of Wyoming Valley**

## **Eliminate pledge cards. Keep your campaign.**

ePledge is an online pledge collection tool that fits seamlessly into your existing United Way campaign, allowing you to efficiently and safely raise money while eliminating pledge cards. It's all done through United Way of Wyoming Valley's secure database Andar360. ePledge and Andar360 work together to safely store your employees' data, send emails directly to your employees, set up a branded site just for your company, automatically track pledges and run real-time reports.

## **What's the catch?**

There really isn't one. There is no cost for the company or the employee. It's simply an easier way to manage a United Way campaign. If you have any concerns, just let us know.

## **Let's get started with ePledge.**

ePledge's web-based platform has two system requirements:

- All employees must have Internet access. The alternative to this is using ePledge just for back-end entering. In this case only the administrator would need access to enter the pledges from paper-based cards.

## **What's the Timeline?**

### **3 weeks prior to Campaign – Collect Data & Information**

1. An Excel spreadsheet with the following:
  - Email address for each employee (required)
  - Unique employee ID, not SSN (required)
  - First, middle initial, last name of each employee (required)
  - Home addresses for each employee (preferred)
  - Gender for each employee (preferred)
2. Messages and images for your site:
  - Site and email text
  - Photo of your CEO or other photo you would like to feature
  - High resolution company logo
3. Identification of employees who need access to Campaign Reports.

### **2 weeks prior to Campaign – Review & Request Changes**

Review messaging and branding of your site

### **1 week prior to Campaign – Prepare to Launch**

Changes complete. Your site is ready to go live!

## **We're here to support you.**

United Way's trained ePledge specialists work with you every step of the way to set up your company's campaign and assist you in downloading reports and managing it. You can be involved as little or as much as you like. We look forward to helping you manage a successful (and easier!) campaign.