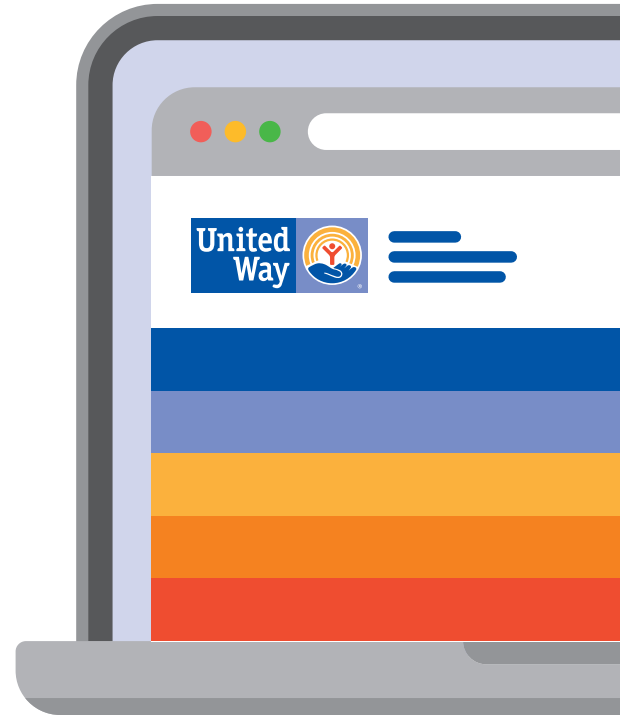


United eWay

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.

Advantages of Running an Online Campaign

- **Reduce the workload and administrative costs.** Eliminate the need for paper pledge forms and manual data entry.
- **Reach every employee including field staff and others who can't attend meetings.**
- **Thank employees immediately.** When employees make pledges, they can receive a prompt thank you message.
- **Reduce risk.** Online is more secure than handling paper forms.
- **Easy reporting.** Ambassadors have access to reporting online.
- **Donor support.** Employees have access to email and phone help for any questions.



ONLINE CAMPAIGN OPTIONS

Basic eWay

Custom eWay

	Basic eWay	Custom eWay
Coverage	Southeast Wisconsin	Multiple US locations
Lead Time Required	48 hours	6 weeks
Features	Easy to use design, company logo featured	Easy to use design, customized site
Access	United Way provides ambassador with unique login URL to distribute	United Way provides ambassador with unique login URL to distribute, SSO offered
Reporting	Payroll deduction report provided at campaign completion, results available to ambassador real-time	Payroll deduction report provided at campaign completion, results available to ambassador real-time
Support	Local Help Desk	Local Help Desk
Cost	FREE	\$2.40 per transaction