



**YOUR EMPLOYEES  
CAN BE INFLUENTIAL  
PHILANTHROPISTS**

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**INSPIRE**

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**EMPOWER**

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**GIVE BACK**

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**MAKE AN IMPACT**

# **EMPOWER YOUR EMPLOYEES BY ALLOWING THEM TO GIVE BACK AND MAKE A CHANGE IN THEIR LOCAL COMMUNITY.**

Corporate social responsibility programs are a great way to boost morale in the workplace. Such programs come in many forms and involve enhancing multiple aspects of society in the environmental, social, and economic realms. Many corporations find that their employees become more connected to their workplace when they are given the opportunity to make an impact through philanthropy.

Why partner with United Way? Just like a financial advisor understands your precious investments, United Way understands your local community and the challenges it faces. It is United Way's job to partner with the best possible charities and allocate your money where it's needed most. United Way has a process to vet local charities and selects the best and most efficient ones that will make the most impact in your local community (where your employees live and work).

By partnering with United Way, you can run and manage your corporate fundraising campaigns online. With the help and support of United Way, your benefits are two-fold. You can rely on the organization for their experience in the nonprofit space, and also leverage the tried and tested technology tools that they have been using for years to run their fundraising campaigns.



## WORKPLACE GIVING: MAKE IT A REALITY

Enable your staff to participate in your company-wide fundraising goals. You can facilitate giving via a donation website that's personalized based on your needs and branded with your corporate messaging and media.

### WHAT IS THE TECHNOLOGY INVOLVED?

You can run and manage your online giving campaigns by leveraging the power of software used by United Way. This software, known as Andar e-Pledge, accepts donations and enters all the donor data into a consolidated core database. Having all the information in a core donor-centric database gives all staff and campaign coordinators a real-time picture of their fundraising progress. Plus, it gives them the ability to receive notifications, pull a variety of status reports, and communicate with their donors via email.

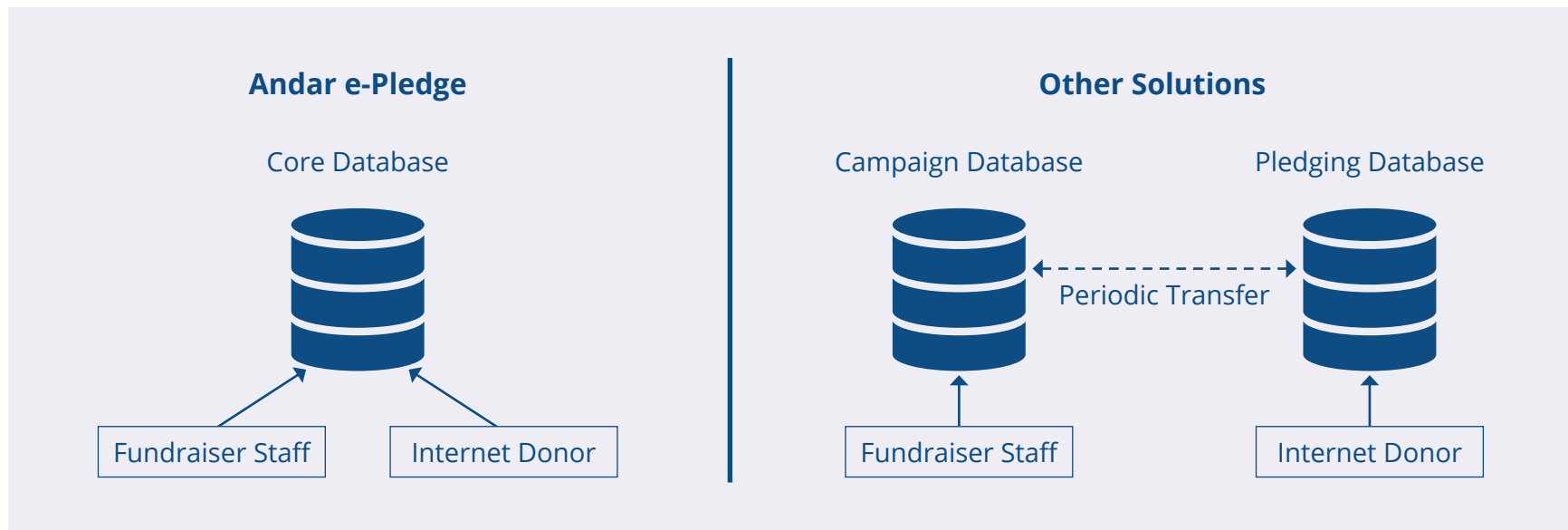
## YOUR BENEFITS



### An Integrated Database

Andar e-Pledge stands apart from most online giving software because of its security-controlled, direct, real-time link to the donor-centric database. Other online giving tools don't function in real-time, and instead, require a periodic transfer of data between the web server and the database. The Andar e-Pledge solution uses technology to link the donation web page directly

to the core database. This technology makes new pledges instantly visible to campaigners at United Way. Your Employee Campaign Coordinator (ECC) can also view the status of the workplace campaign, including all employee pledges, whether entered online by the employee or entered by personnel from paper pledge forms and other sources of your choosing.





### A Personalized Donation Page

You can customize your online donation page with your logo, your unique mission statement, and the appropriate text. Your branding options can be applied globally, or differ depending on office location, by department, or even by employee classification.

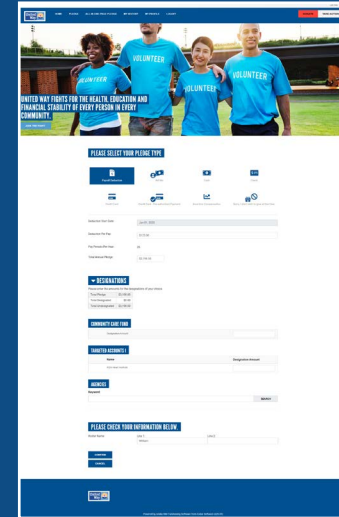


### Complete Visibility Every Step of the Way

Your Employee Campaign Coordinator can print up-to-the-moment campaign management data, such as total amount pledged, number of donors, average gift, per-capita gift, and company-defined goals for the entire campaign, or segmented by office location, or department. They also have the ability to print lists that identify if employees donated by pledging online or via traditional paper pledge forms. These lists can also include employees who have opted to make “no pledge this year” and those who have not yet recorded a response. All reports are available in Adobe Acrobat or spreadsheet format.

### Who customizes the donation webpage?

United Way can personalize your donation webpage for you, or you can contract the Andar e-Pledge vendor to brand it for you.



### Robust Management Options

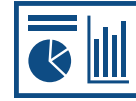
Employee data can be uploaded into the system to automatically send an easy one-click link to each employee via email. Up-to-the-minute campaign summaries and complete donor history can be viewed at any time, and email notifications can be set up whenever a donor makes a leadership pledge.





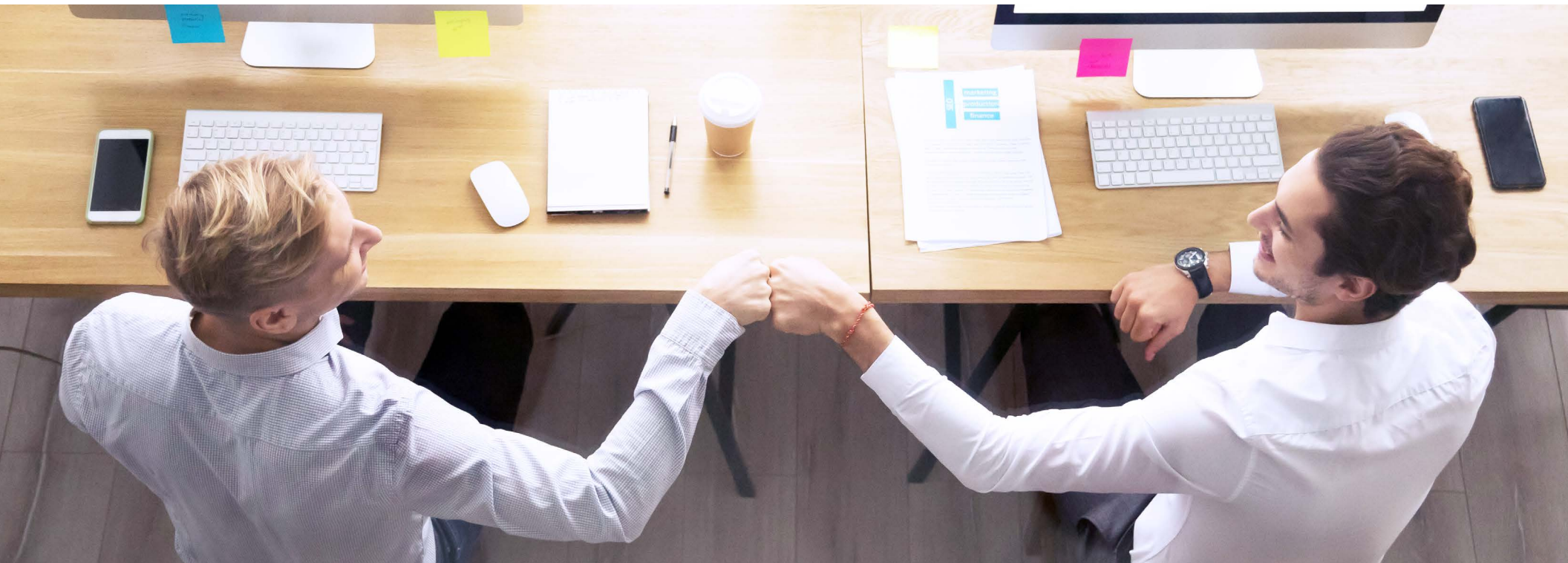
### **Donor Ease of Use**

Your employees can donate different pledge types, such as Payroll, Credit Card, “Bill Me,” cash, check, or securities. When donating, they can choose to designate their funds to a company-specific list of agencies and impact areas. If they wish to know more about the company-specific agencies or impact areas, the e-Pledge webpage can display more information about them and also link out to their websites.



### **A Personalized Donor Experience**

Your company’s campaign status is available for each of your employees to view at a global level, or by office location, department, and segments you have created. Active donors can also review their giving history by accessing their accounts at any time. The information visible to them can include a list of the most recent pledge transactions (whether from residential gifts, or gifts pledged through previous employers) and their ‘bill me’ type of pledges.





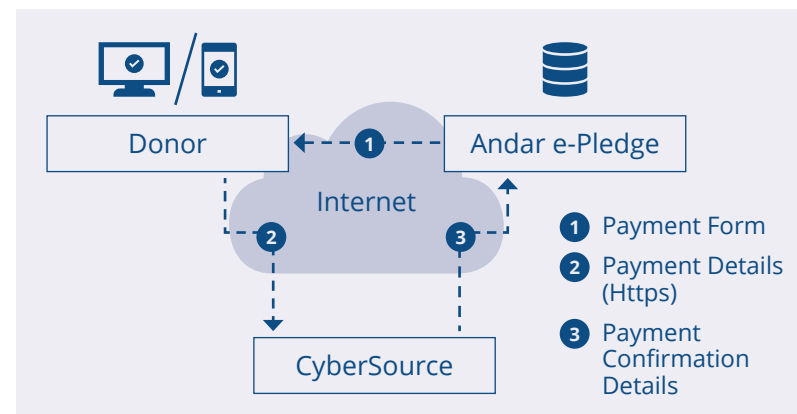
### Easy Access

SAML Single Sign-On (SSO) is available so that your employees can click on a link within your corporate intranet and be taken to the pledge webpage without having to log in with their username and password an additional time. Plus, with SSO set up, you can create new individual accounts for new employees, update existing accounts, and create or update employee relationships. (If you decide not to release employee lists to your partnering United Way, your employees can register to create an account before proceeding to the online giving pages.)



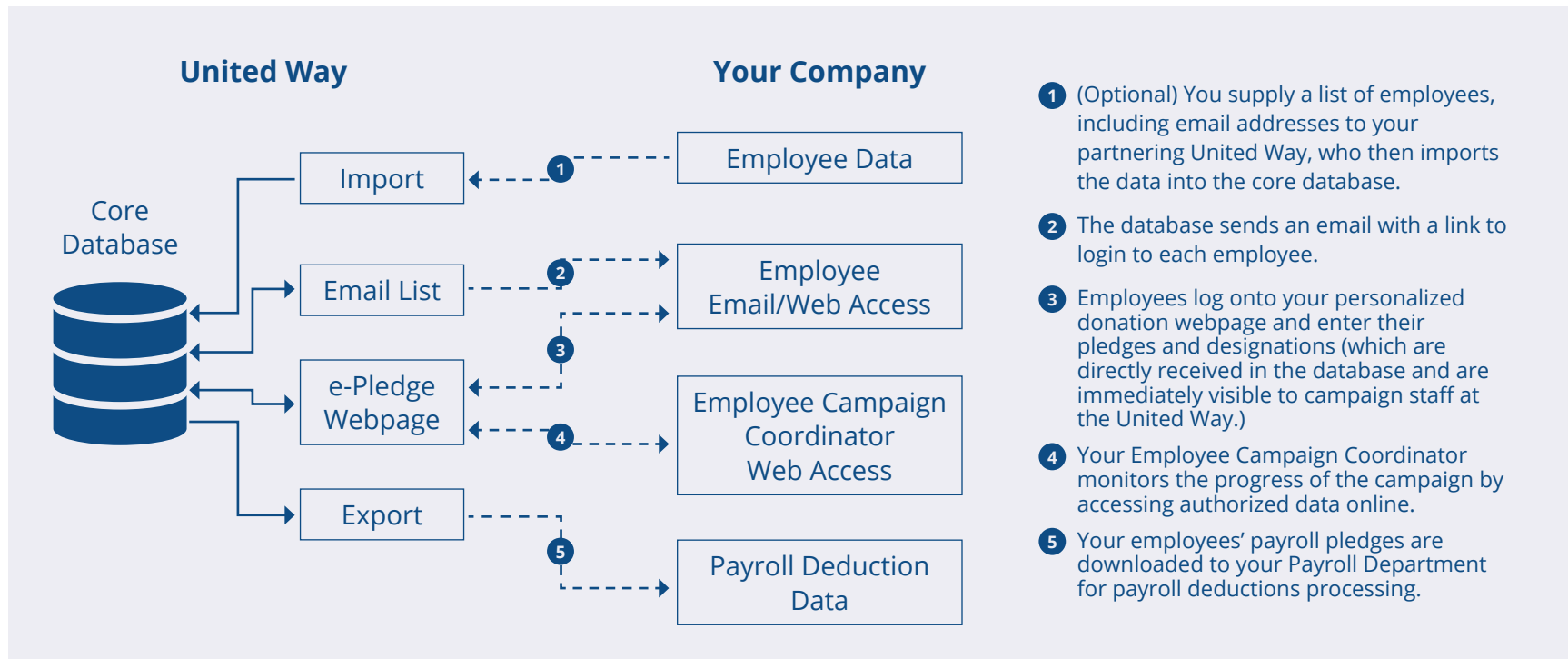
### Safe Online Transactions

All donations processed using Andar e-Pledge can be set up to be Payment Card Industry (PCI) compliant to ensure the security of all credit card transactions. The system is secure because it does not transmit, process, or store credit card information. Instead, all credit card data is directly sent from the donation webpage to CyberSource (an e-commerce credit card payment system management company.) After CyberSource processes the payment, it sends the authorization results back to the core database to be recorded for campaign tracking purposes. Andar e-Pledge follows the Open Web Application Security Project (OWASP) standards to minimize security risks and mitigate the possibility of cyber threats.



## A BIG-PICTURE LOOK AT THE PROCESS

When online pledges are made, information travels back and forth between your company and the United Way's core database. Below is an account of what happens and when it happens in simple step by step instructions.



- 1 (Optional) You supply a list of employees, including email addresses to your partnering United Way, who then imports the data into the core database.
- 2 The database sends an email with a link to login to each employee.
- 3 Employees log onto your personalized donation webpage and enter their pledges and designations (which are directly received in the database and are immediately visible to campaign staff at the United Way.)
- 4 Your Employee Campaign Coordinator monitors the progress of the campaign by accessing authorized data online.
- 5 Your employees' payroll pledges are downloaded to your Payroll Department for payroll deductions processing.



Andar e-Pledge is an Andar Software module. Nonprofit organizations use Andar Software's integrated technology solutions to drive positive change. With our tools, nonprofits can gather and distribute donations, maintain client relationships, manage their websites and marketing communications, administer events, recruit volunteers, and much more. Over four hundred customers make an impact by processing \$5 billion in annual donations with Andar Software.