

Online Giving...the Easiest Way to Help Others in Your Community

Donating to United Way is one of the easiest and most effective ways to improve the lives of your neighbors in need.

Now you can make your gift to United Way with a few simple clicks on your computer using the online giving system.

Integrated Online Giving Services Save Time and Money

United Way harnesses the power of technology to combine online giving, pledge processing, fund distribution and online reporting to provide a seamless solution to your workplace giving campaign.

United Way helps your business and your employees stay connected to the community.

Online giving products are easy to implement and feature the following:

- » Customized donor presentation and communications
- » Six easy steps to giving, accessible from any browser
- » Secure user access
- » Highly secure environment

Security

Our online giving system operates in a highly secure environment. It has been tested and audited to ensure security, protection of sensitive data and privacy for companies and individual users.

Online giving services:

- » Use industry standard SSL encryption technology
- » Provide electronic and physical protection of all servers 24/7
- » Are bonded and insured

Online giving enables individual campaign administrators to view only the information appropriate for them to monitor and track the campaign process. In addition, our business processes ensure agency screening and research.

United Way's Online Giving... Creating Hope for a Better Tomorrow

United Way's full service products, combined with our expertise and resources, will minimize your investment of time and expenses and maximize the effectiveness of your philanthropic efforts. Let United Way turn your good intentions into great results for your community.

**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED.**



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United Way
of Seneca County

Time Saver

Online Campaigns



**Fast. Easy. Free.
Available Now.**

**Seneca County
businesses/organizations
currently using online campaigns:**

ITT Residential &
Commercial Water

ITT Goulds
Pumps

Seneca County
Offices

Seneca Falls
Central School

***Insert Your
Business Here***

Benefits

Frequently Asked Questions

For Employers

Online giving offers much to employers because it:

- » Reduces administrative time and costs
- » Customizes communications to individual donors, groups or regional offices
- » Integrates with payroll systems
- » Manages pledge processing and gift distribution
- » Delivers real-time reports
- » Provides a secure environment
- » Ensures agency screening and research

For Employees

Online giving offers a positive online pledging experience. Here's why:

- » Paperless
- » Easy and convenient
- » Ability to research designations
- » Immediate gift summary and confirmation
- » Acknowledgment within 24 hours
- » Confidentiality



Q What do you need from us to run an online giving campaign?

A An Excel file that contains the following employee data:

- » First and last name
- » Unique identification number
- » E-mail address
- » Number of pay periods
- » Mailing address
- » Others as identified

Q How much preparation time is required?

A A minimum of 3 weeks is required to fully customize a campaign (First year).

Q How do you ensure security?

A A separate and distinct website will be set up for your company.

- » Each employee will have a unique login and password.
- » Pledge information is stored in a separate database and the data is encrypted.
- » Security provided by VeriSign.
- » Secure site to upload employee data file.

Q Will you install anything on our computers?

A No. This is all done over the internet. There is nothing to install on your computers.



Q What technology do we need to have at our company?

A Computer access to the Internet and Internet Explorer or Netscape Navigator, Version 4.0 or later.

Q Will the online giving site have our logo on it?

A Yes. The website will be co-branded with United Way of Seneca County's logo and with your company's logo, so it will be easy for all of your employees to recognize.

Q Will there be any paper pledge forms available for those who can't participate in online giving?

A Yes. There will be paper pledge forms available for those who are not able or not comfortable pledging online.