

# FREQUENTLY ASKED QUESTIONS



United Way  
of the Midlands

## ▶ What is an online campaign?

Online campaigns are electronic/digital campaigns in which pledges are made through UWM's pledge capture platform, eWay, vs paper pledge forms.

## ▶ What are the advantages of using UWM's online giving platform?

- Employees/volunteers are not required to handle the distribution and collection of paper pledge forms.
- Results can be monitored in real time.
- The pledging experience is faster and more convenient for the employee.
- As long as employees have access to a browser they are able to pledge.
- Pledging can be done at home or after business hours.

## ▶ How do we request an online giving site?

- You should reach out to your UWM campaign manager.
- Once the campaign manager receives your request, you will receive a questionnaire about the details of your campaign. This process may take some time to gather all the necessary information.

## ▶ How long does it take to complete the site?

- The time for setup depends on the type of campaign (national vs local, customizations, no. of emps etc.). This is why the questionnaire is so critical to launching a successful campaign.
- As general rule, you can assume a minimum of four weeks to fully setup a new small campaign (less than 1000 employees).

## ▶ Can we customize our site?

Cosmetic changes to the landing pages are possible but the pledge forms themselves are standardized.

## ▶ Is there a cost associated with using UWM's platform?

UWM absorbs the setup cost and transaction fees.

## ▶ How do I know if my organization is a good candidate?

Distributed workforces or ones that have access to or use computers regularly are good candidates.

## ▶ How do I get results from my campaign?

UWM can provide several options for tracking the campaign either in real-time or periodically.

## ▶ Who do I contact for technology support?

UWM mostly. Some coordination with your organization's IT may be required to allow whitelisting of emails, websites etc.

## ▶ Can we use your platform for locations outside of the Midlands?

Yes, we process national campaigns for several companies that have multiple locations around the US.

## ▶ What do I do with the cash and checks that I receive from my campaign?

Cash and checks can be placed in the provided cash bag. Once sealed, enclose the bag in your campaign envelope. After filling out the front of the envelope, contact your UW campaign manager to coordinate picking up these funds.