

Innovative Solution for a National Campaign

United Way of the Capital Area provided an innovative solution for Northeast Utilities (NU) by running an employee giving campaign with the United eWay online pledge system. The 2001 NU Employee Giving Campaign raised \$1.2 million exceeding its goal of \$850,000. The campaign ran from September 5 to October 31, 2001.



The company, which has approximately 7,000 employees system-wide in Connecticut, Massachusetts and New Hampshire, had to accommodate the employees in different locations with their own local agency choices. NU customarily runs corresponding campaigns with United Way, Community Health Charities, Earth Share and Community Works and has open donor choice as well with hundreds of 'favorite'

agencies to which its employees donate.

United eWay was able to accommodate NU's needs in a number of ways. United Way of the Capital Area aligned the campaign by home zip codes and created federations by state and present donors with a unique set of agency choices for each location. In order to accommodate the corresponding campaigns, United Way established each 'campaign' as a separate federation, allowing donors to see the other United Ways in their area along with the other federations when they selected an agency. For each state United Way also set up a federation of 'NU favorite agencies,' giving donors the option to give to their past favorite agencies.

By utilizing United eWay online pledge system NU conserved valuable resources and dollars that once had to be used to process pledges manually. NU has realized a considerable cost savings internally in terms of employees' time once spent processing pledges. NU's IT department estimates the company saved more than 800 labor hours using eWay.

Employees who used the online pledge process found it simple, quick and convenient. Pledging online provided the confidentiality and privacy employees desired and allowed them to make their donation decision according to their own schedule. Employees found the process less time consuming than filling out paper pledges and were able to scan a list of local and favorite agencies to which they could donate.

