

Whether your business has 50 or 50,000 employees, United-eWay can help increase the efficiency and effectiveness of your local, regional or national United Way workplace campaign.

**2003
United Way Community Campaign
United-eWay
Participating Companies**

Advest	The Phoenix Companies, Inc.
CIGNA	PriceWaterhouseCoopers LLP
ConnectiCare, Inc. and Affiliates	Stanley Works
Day, Berry & Howard	Travelers
ING Americas	United Technologies Corporation
Lincoln Financial Group	
Northeast Utilities System	

Here's what employees from these companies had to say about why giving online with United-eWay was appealing to them:

"Short, sweet and wasn't time consuming at all"

"No forms to fill out, no cards to deliver"

"Most appealing was that last year's donation information was already provided"

"The steps were straightforward and easy to follow"

"All the information I needed was in one place"

United Way Community Campaign
30 Laurel Street • Hartford, CT 06106
(860) 493-6800 • www.uwcact.org

United^eWay
Online Pledging System

Revolutionizing the World of Workplace Giving



United-eWay is a cutting-edge, online pledging system designed to assist in streamlining the United Way Community Campaign in your workplace. An efficient and successful tool for employee campaign coordinators, United-eWay is a user-friendly application that allows employees to support the United Way Community Campaign within a secure, Internet-based giving environment. Accessible from any web browser, United-eWay is highly customized, personalized and dynamic.

Each custom site is easily created and localized complete with video, audio, graphics and text messaging. United-eWay allows employees to learn more about the United Way Community Campaign and walks them through their giving decision in six easy steps.

A limited number of workplace campaigns will have the opportunity to experience the benefits of running an essentially paperless campaign in 2004.

Customized greeting to user and welcome message.



Customized marketing message, success story, or list of incentives.

Goal thermometers automatically update with each pledge.

SIX easy steps to pledging online

1. Select a Method of Payment
2. Make a Donation
3. Invest Your Gift
4. Verify Gift and Personal Data
5. Confirm Gift
6. Thank You

Confidentiality

- ▶ Be assured of full confidentiality. You have our promise of privacy protections through firewall security
- ▶ All transmissions are securely encrypted using Verisign certification
- ▶ Know that no data will be shared or used outside United Way and our recording process

Benefits of United-eWay

- ▶ Make contributing to the United Way Community Campaign easy, quick and fun
- ▶ Save processing time and reduce data entry at no additional cost to you
- ▶ Run a personalized, paperless campaign with real-time pledge tracking and analysis capability
- ▶ Reduce time spent remitting results to the United Way Community Campaign
- ▶ Each employee reviews his or her gift information before exiting the system, reducing the number of errors and follow up contact
- ▶ Employees who are not online can still use paper pledge forms
- ▶ Calendar and news section announces campaign kick-off dates, reminds employees of campaign cut-off dates, and encourages involvement in educational events

To run a demo of United-eWay, go to:
www.united-e-way.org

To learn how you can e-pledge the E-Z way through United-eWay, please contact **Sara Miller**,
smiller@uwcact.org or call
(860) 493-6804.