ePledge Champion Guide

SHOW YOUR LOCAL LOVE.
TAKE ACTION TODAY.

https://community.unitedwayem.ca

SHOW YOUR LOCAL LOVE.
DONATE TODAY.
Our vision, mission and values

Our vision

A community where everyone matters.

Our mission

We mobilize the power of our community to create lasting change.

The most important thing United Way can do for our community is to use our reputation, relationships and expertise to bring together our community’s resources of people, time, talent, relationships, expertise, technology, money and more. By channeling our community’s power behind solid strategies we can achieve lasting changes in the social conditions of individuals, families and our community.

Our core values

Empathy

We believe the root of all action for change is the ability to see and feel ourselves in the situations of others. We believe all people and all communities have the potential to overcome challenge. We treat people with dignity, fairness and equality. We understand and live the correlation between improving the life of one to improve the lives of all.

Inclusiveness

We believe in ‘us’ and ‘us’, not ‘us’ and ‘them’. All people, groups and sectors are equal and deserving of the same respect and opportunities. We seek out and value diverse ideas, opinions and experiences. Our most effective, creative and innovative solutions come about when we join with others.

Shared leadership

We believe the work of change is a shared responsibility. We are a catalyst. We engage and empower all sectors of our community to come together to share their experiences, expertise and energy. The power of partnerships and collaborations multiplies our impact and leads us to find progressive and lasting solutions.

Integrity

We change lives. Therefore, we believe we must hold ourselves to the highest of standards. We embrace the responsibility that our donors, volunteers and partners have entrusted to us and we are accountable to them. We are honest and transparent in all that we do. We make decisions based on the needs and expectations of our community and we believe it is imperative to measure and communicate our impact.
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ePledge

ePledge is a web-based portal that supports your existing United Way workplace campaign. This portal allows employees to pledge online, eliminating the need to distribute, collect, and process paper pledge forms. This secure online interface allows communication directly to employees, and provides real-time pledge tracking.

ePledge is easy to use, and assistance is provided by a United Way staff throughout your campaign.

What are the benefits?

- Eliminates the need for paper pledge forms, saving time, paper and the environment
- Increases accuracy and confidentiality of donor information
- The donor is able to view past giving and to update their information and submit their pledge directly
- Donations are processed automatically, with receipts for credit card gifts emailed directly to the donor and a payroll report generated for Human Resources to import directly into the payroll system
- Can generate a report of all employee gifts for incentive draws and status updates with one click
- Targets reminder communications to those who have not yet gone on the tool

What is required?

- Employee information 2 weeks prior to campaign kick-off including full name, email address, and employee ID
- Internet access for employees
- Collaboration with your committee/communications team to create an effective communications plan to support role out of the tool
- ePledge training for canvassers and ePledge Administrators
- Continued efforts in canvassing employees and sharing communication about the United Way and the new tool
Employee Information

Basic employee information is required to create unique, secure user IDs and passwords specific to each employee. Please send this information to United Way in an Excel document with the following fields:

<table>
<thead>
<tr>
<th>Employee ID</th>
<th>First Name</th>
<th>Last Name</th>
<th>Gender (if available)</th>
<th>Department (if available)</th>
<th># Pay Periods Annually</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>12907</td>
<td>Aness</td>
<td>Symons</td>
<td>F</td>
<td>Resource Development</td>
<td>26</td>
<td><a href="mailto:asymons@unitedwayem.ca">asymons@unitedwayem.ca</a></td>
</tr>
</tbody>
</table>

Providing all of the above information assists United Way in matching employees to the correct account, avoiding duplication of records, and ensuring accurate information.

**Note:** Please ensure the first, middle and last names are separated into distinct fields.

Access and Login

United Way will send an email to employees on campaign launch with a personalized link containing embedded login information. When employees click the link, it recognizes who they are and pulls through the secure interface automatically.

**Note:** Please ensure emails from epledge@unitedwayem.ca are not blocked by your organization’s IT department.

The email will look something like this:

Dear Aness,

I care deeply about this community. I want to make sure help is there when our neighbours need it.

Last year, one in five local people used a United Way funded program or service. That’s over 100,000 of our neighbours, colleagues and friends finding the support they needed when they needed it most.

Please show your support with an act of local love and pledge today by clicking here.

Sincerely,

Kelly Ziegler
Chief Executive Officer
United Way Elgin & Middlesex

United Way Elgin Middlesex | 400 King Street West | London ON N6A 4K5 Canada | unitedwayem.ca | 519-688-1721

This email was sent by epledge@unitedwayem.ca. If you do not wish to receive emails from United Way Elgin Middlesex, you can unsubscribe here. | privacy policy
Once successfully logged into ePledge, employees will be taken straight to the pledge type selection and entry page.

As a Champion you will have two menus available to you:

1) Workplace Donor
2) Champion

You can switch between these menus by selecting the appropriate role at the top of your screen.
Champion Menu

- Home - provides navigation information
- Change Password – allows you to change your password to one chosen by you
- Status - allows you to track the status of your workplace campaign
- Reports - allows you to run campaign reports
- Employees – allows you to look up individuals and resend their login and confirmation emails
- Documents - allows you to securely upload employee information for United Way
- Logoff – logs you out of the system

Status

Allows you to view a snap shot of where your campaign is at:

CAMPAIGN STATUS

<table>
<thead>
<tr>
<th>Name:</th>
<th>Campaign Type</th>
<th>Total</th>
<th>Goal</th>
<th># Emps</th>
<th># Donors</th>
<th>Participation Rate</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>We Care Home Health Services</td>
<td>Emp</td>
<td>$0.00</td>
<td>$0.00</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>$0.00</td>
</tr>
<tr>
<td>We Care Home Health Services</td>
<td>Corp</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We Care Home Health Services</td>
<td>Special</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The figures being shown below are rollup amounts from subsidiaries.

Reports

There are two reports that are available to help you monitor your campaign. Simply select the report you would like and click Submit.

WEB REPORTS

- Cheque Report - Limited Access
- Employee List with Department - Limited Access
- No Response Report - Limited Access

Your report will take a moment to generate and then appear under Outputs. All reports automatically display in both pdf and csv. Simply click on the report (blue) to open the version you wish to view.
Employee

Allows you to search for employees by name:

Documents

Documents is a secure dropbox for employee information such as your employee file for setting up the system. Using a dropbox is a much safer way to share sensitive data than by email or memory stick. A document is added to the dropbox by selecting add, add a description of the file and find the file as you would if attaching it to an email.
Once your document is added it can be edited and is now also available to United Way staff working with you on your campaign.

**GENERAL**

<table>
<thead>
<tr>
<th>File Name</th>
<th>Description</th>
<th>Effective</th>
<th>Expiry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Information Template.xlsx</td>
<td>Employee Information Template</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Logoff**

Logs you out of the system, ensuring that employee information is securely locked and accessible only by re-entering your user id and password.
Workplace Donor Menu

- Give - allows you to see what you gave last year and begin the pledge process
- Profile - allows you to update personal information, and set preferences for correspondence
- Gift History – allows you to see your giving history for the past 5 years
- Sign out – logs you out of the system

Give

Here the donor can select how they would like to pledge and how much they would like to donate. Pledging options may vary by workplace.

Special Notes

- Those giving by credit card or electronic cheque will not enter their credit card/banking information on this page. After confirming their pledge details they will be directed to a secure page that processes their information immediately so that this information is never stored in our database or viewable to staff.
- One time credit card and electronic cheque pledges are processed and receipted immediately. Monthly credit card and automatic withdrawal pledges begin in January and are receipted when the pledge is paid in full.
- If the workplace lands outside of the catchment area of Elgin Middlesex, all employee donations will be directed to the local United Way for the area where the workplace is located unless designated otherwise.
• Those wishing to designate a portion of their gift need to check the appropriate radio button below the pledge amount before proceeding to the next page. This will take them to a designation page that will not display without the option selected.
• Those interested in GenNextLevel are able to opt in to the program here by selected the appropriate option.

*Please refer to the Epledge Made Easy resource for additional details on making a gift through the online system.

Profile

The profile page allows donors and administrators to update their recognition name, personal contact information, contact preferences and combined giver status.

**PROFILE**

Account #: 19/5033

*Name:

Prefix
Mr.

First:

Middle:

Last:

Suffix:

Personal email:

Preferred

Work email:

Preferred

*Home address:

Preferred

*Address Line 1

409 King St

Address Line 2

*City:

London

*Province:

ON

*Postal code:

N5A 0E5

*Country:

Canada

Gift History

The gift history page allows donors to view their past 5 years of giving history to United Way. The page provides a breakdown of all of the gifts processed per year and how the funds were received.

If a workplace is new to the online giving tool a complete history of giving may not yet be available.
## GIFT HISTORY

### QUICK SUMMARY

<table>
<thead>
<tr>
<th>Year</th>
<th>Pledge</th>
<th>Leadership Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$0.00</td>
<td>None</td>
</tr>
</tbody>
</table>

### RECENT GIFTS

You have no transactions on file.
Tax Receipting

Always check to ensure a donation is receiptable under Canada Revenue Agency tax receipting regulations before promising a tax receipt to a donor. One of the most unpleasant tasks a volunteer can face is telling a donor they will not be receiving a tax receipt after all.

Please remember, these are Canada Revenue Agency tax regulations. United Way must follow them to retain our charitable status. There can be no exceptions.

GIFTS THAT ARE RECEIPTABLE

- Direct cash, cheque and credit card donations of $20 or more are automatically issued a tax receipt. Donations of less than $20 will be issued a tax receipt on request.
- Direct cash, cheque and credit card donations are receiptable for the tax year in which they are received.
- Monthly donations will be receipted at the end of the calendar year. Payroll deductions will appear on T4 slips.
ONE REGION.
56 PARTNER AGENCIES.
96 FUNDED PROGRAMS.