



United Way
of Greater Rochester
and the Finger Lakes
Serving Genesee, Livingston,
Monroe, Ontario, Wayne,
and Wyoming Counties

What is ePledge?

ePledge is a secure online pledge tool that fits in seamlessly with your United Way campaign. It allows you to efficiently raise money and eliminate paper pledge cards if you choose to do so (some companies use both).

We're here to support you. Your United Way Relationship Manager along with ePledge specialists work with you to set up your company's site, assist you with downloading reports and managing the campaign. We look forward to helping you manage a successful (and easier!) campaign.

ePledge Process Timeline

4-6 WEEKS BEFORE KICKOFF

- Meet with United Way Relationship Manager and discuss campaign kickoff and close dates
- Start compiling employee data file: Required data in the file includes employee first name, employee middle initial, employee last name, number of pay periods over a calendar year, employee work email addresses, employee home zip code
 - Optional data in the file (helps with data sorting): Department, office location, direct report within the organization, job title

2-3 WEEKS BEFORE KICKOFF

- Employee data file due to United Way
- Send any customized communications you'd like included on the website to United Way (CEO letter, Welcome letter, images, videos, logo, etc.)

1 WEEK BEFORE KICKOFF

- Test your ePledge system and send any test issues, feedback, or updates to United Way

DURING CAMPAIGN

- Pull reports from the system to see who has pledge and your total donations (or request these reports from your United Way Relationship Manager)
- Reach out to United Way for any support with email reminders through ePledge, reporting and information

AFTER CAMPAIGN

- United Way will close the ePledge system upon your request
- United Way will send a report for your payroll department to process pledges within one business week of closing your campaign