



United Way
Calgary and Area

Change starts here.

UnitedWay@work

Online pledge and campaign administration tool

UnitedWay@work is specifically designed to enhance workplace fundraising. Through UnitedWay@work, your employees will receive an email with a link to a personalized, customized website, co-branded by your organization and United Way. The website offers a wealth of information to enhance your employee's experience, and provides a quick and easy way to make a donation. Your workplace volunteers will benefit from this effective campaign management tool that offers easy communication with employees and produces valuable reports.

Employee Benefits

- Personalized donor experience
- Confidential, private and secure donations
- Website security reviewed and verified by TRUSTe and verisign
- PCI compliance certified
- Fast and easy donation process
- Quick and direct access to United Way information
- Use of easy multiple payment methods

Benefits to your Campaign Team

- Fast reporting and campaign tracking
- Less paper and personnel required, reducing administrative costs
- Customization of the site with your organization's message
- Co-branding of the site with your organization and United Way
- Easy access to an electronic version of payroll information
- Availability of technical support
- No cost for service and training

What are the requirements to run an online campaign?

- Senior management support
- An employee campaign chair who is familiar with the internet
- Donor information provided by the workplace (at least first name, last name, email address and employee ID)
- A strong campaign and communications plan (your United Way Campaign Manager can help)
- A technical expert from your organization to aid in data exchange and to verify IT requirements are in place to ensure your organization's systems and UnitedWay@work are compatible