



EZ-PLEDGE

## ONE CONVENIENT TOOL. YOUR CAMPAIGN MADE EASY.

LIVE UNITED

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**What is it?** EZ-pledge is an online giving tool that makes giving easy and managing your campaign more effective!

This secure, web-based pledging process eliminates the need for paper pledge forms, tracks campaign data in real-time, and delivers effective campaign management reports.

### EZ-pledge makes it easy.

- Makes giving easy with many options including Leadership Step-Up programs
- Eliminates paper forms which helps the environment, lowers expenses and staff time
- Provides efficient accounting for your payroll system
- Offers a customized campaign website and automates pledge confirmations
- Decreases errors with secure transactions
- Deploys real-time electronic reporting

### EZ Pledge in Steps...

1. Contact your Mail Server Administrator to **whitelist** the email address [epledge@uwgpsnj.org](mailto:epledge@uwgpsnj.org).
2. Visit [www.unitedforimpact.org/ez-pledge](http://www.unitedforimpact.org/ez-pledge) and complete the registration information. *(You will receive an automated confirmation once completed)*
3. Within 3 business days, you will be provided with an administrator login to update your company details, as well as a general link for employees to register and give.
4. Share the link with employees and inspire giving! *(Don't forget an internal communications plan in support of your campaign!)*
5. Once the campaign closes, access a payroll file from the admin site and provide to your organization's payroll department.
6. Connect with United Way to share your results and complete your campaign.
7. Say thank you! *(United Way can help ensure donors are thanked for their support.)*

### We're an expert!

United Way exists to improve lives and strengthen local communities. Together, we are on a mission to end poverty. To do this we mobilize the best resources and the most inspired supporters to stand up to the most persistent challenges that local communities face.

United Way of Greater Philadelphia and Southern New Jersey teams up with some of the nation's largest and most complex workplace campaigns to drive measurable, lasting impact that none of us can achieve alone.

Questions?

Contact us at  
[epledge@uwgpsnj.org](mailto:epledge@uwgpsnj.org)



United Way  
of Greater Philadelphia  
and Southern New Jersey