



UNITED WAY OF GREENVILLE COUNTY

**WE ARE  
STRONGER UNITED**

# **Ignite Portals**

*(formerly Workplace Giving Portals)*

## **Campaign Coordinator's User Guide**

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# Electronic Campaign Checklist for Campaign Coordinators

## 3 weeks prior

- **Communicate your Kickoff Date to your United Way Staff Contact**
- **Submit Employee Roster in Excel Format**  
This spreadsheet will be emailed to you to properly fill in the columns  
**\*\*You must complete in format provided and complete below fields – this will ensure that the spreadsheet can be imported\*\***
  - Employee ID (email address or employee ID; this must be unique to the individual)
  - First Name
  - Last Name
  - Username (usually email address)
  - Email Address
  - Default Pay Period (12, 24, 36)
  - Home Address

## 2 weeks prior

- **Set a Campaign Goal**  
Communicate Goal for the campaign to United Way staff so we can properly update the thermometer on the site.
- **Provide Company Logo – only applicable if setting up first time campaign or have a new logo**  
A high quality official corporate logo  
File Type – .png preferred file type .gif or .jpg accepted file types  
Image Size – 40 pixels high x 330 pixels wide
- **Get approval of communication plan (if applicable) from CEO – submit back to UW Staff contact**  
**\*\*These emails will be provided by the Corporate Giving Manager\*\***

## 1 week prior

- **Check your Email Server**  
Please check with your IT Department that the following IP address is added to your existing WHITELIST. If this is not done the kickoff email may be blocked. **198.37.149.123**  
**\*\*Users will now be required to set their unique password after verifying their email address. Please test prior to campaign kickoff\*\***
- **Test Email Communication with United Way and walk through Workplace Giving site**

# **Understanding the Donor Experience**

## **Email Templates**

To ensure your experience as a Campaign Coordinator is successful, UWGC has prepared several email templates in advance for you and your company.

We have provided the following emails (your Corporate Giving Manager at UWGC will provide to you – or you can access from the Campaign Toolkit on our website):

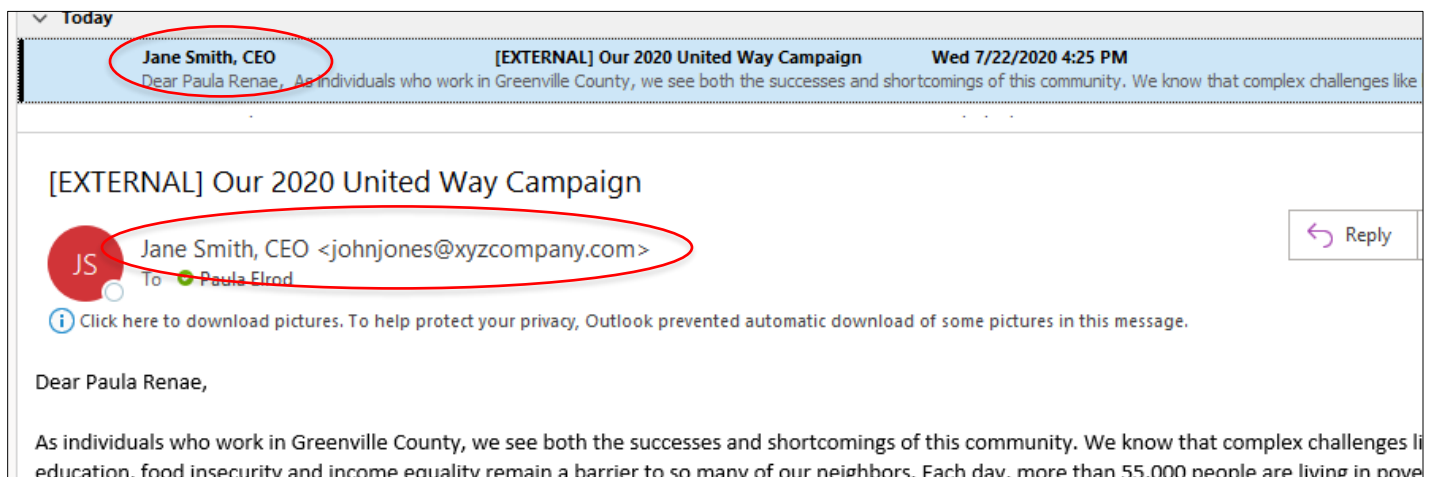
- Kickoff Email (two versions to choose from)
- Follow-up Reminder Email
- Last Chance Reminder Email
- Thank You Email

Each email will have a hyperlink to your unique company's giving site—this enables the employee to give. We are providing the wording for you—all you need to do is tell us when to send your emails and who they should “appear” to come from. Our email system allows us to send on behalf of someone else and even have the reply emails go to a different person. To elaborate, consider this example:

Jane Smith is the CEO of XYZ Company

John Jones is the 2020 Campaign Coordinator for XYZ Company

John and Jane have decided their campaign kick off email should be delivered on July 22 at 4:25 pm because this is when their virtual campaign meeting will take place. Because Jane is the CEO she would like the email to go to all the employees from her, but she's very busy and has asked that John take care of any responses and questions from their employees. Here is how it will look in an employee's email inbox:



# **Understanding The Donor Experience**

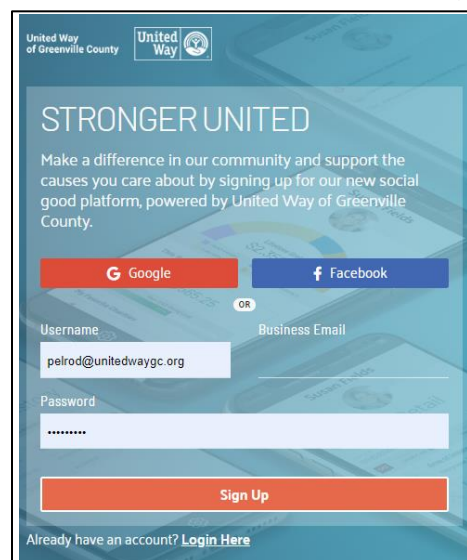
## **Login Security and Privacy**

The privacy and security of donor information provided by companies and employees participating in online workplace campaigns are a top priority for United Way of Greenville County. It is paramount to ensure companies and employees trust their personal information is safe and secure.

**Upon entering a workplace portal site, each employee must login.** To ensure proper login security, we have upgraded security protocol and will support the following method of login credentials going forward:

**Identity:** This method is a secure identity provider that allows the user to create their own account profile like they would do with any other password-protected website. This method follows industry best practices by ensuring passwords meet certain strength requirements as well as verifying the user's email address associated with their account. This method also supports two-factor authentication if the user deems necessary. Once the user creates this account, they do not need to do it again in future campaign seasons. They can always use "Forgot Password" option to reset their password. Verifying the user's email address is a one-time occurrence—this year only.

A user will see the screen pictured at right to create their account and login to the Company Workplace Giving site.

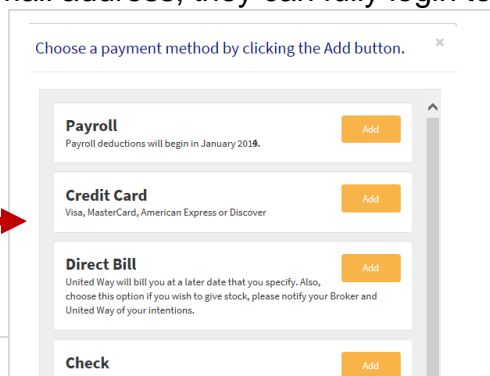


# **Understanding The Donor Experience**

## **How to Pledge**

After a user creates their profile and verifies their email address, they can fully login to the site. Instructions to pledge:

- Click the "Give Now" Button
- Choose your method of payment
- Go through the Pledging Process



- Choose your “Investment Options”
- Click Continue
- Choose your Recognition Categories
- Click Continue
- Review/Confirm/Complete your Donor Profile

### Donor Profile

Work Email Address  
Preferred Email

Profile Information

Prefix

First Name

Middle Name

Last Name

Suffix

Home Phone

Work Phone

Cell Phone

Home Email

Job Title

Gender

Ethnicity

United Way of Greenville County

HOME GIVE ABOUT OUR WORK VIDEOS

2 INVESTMENTS

### Investment Options

Select how to invest your contribution below

\$2,100.00

Your support powers our work to break down the barriers to higher earnings and financial stability.

United Way - Greenville County

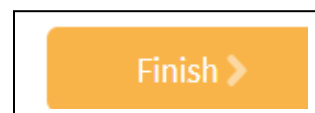
Housing

Childcare

Education

Transportation

- Click Continue
- Review your gift and click “Finish” to complete your gift
- Once completed, the donor will receive a confirmation email.



## Understanding The Donor Experience

### How to Designate

After you choose the amount you would like to give, you can decide where you want your gift to go. You can select United Way of Greenville County or one of the impact areas (Housing, Childcare, Education, Transportation). If you are searching for a specific agency, select “Find a Charity”.

*Click the Continue Button to advance to the next section. Your pledge is not yet recorded.*



- Search for the agency in the Name field. Click the logo of the agency and click “add this charity”. Click “Add to designations”. If you do not see the agency you are looking for and you know it is eligible to receive designations, type “Write-In” in the name field. Click the “write-in” logo and fill out the required information, save the write in and click “Add to designations”.
- If you do not see the agency you are looking for and you know it is eligible to receive designations, type “Write-In” in the name field. Click the “write-in” logo and fill out the required information, save the write in and click “Add to designations”. You must designate a minimum of \$25 to external charities.

Choose a Specific Agency or Another United Way


Selected Charities (If you cannot find an agency choose "Write-In" to add it)

Charity Write-In (REQUIRED FIELDS: Name, City & State) ✕

<b>Name</b>	<input type="text" value="Enter the charity's name"/>
<b>Phone Number</b>	<input type="text" value="( ) - -"/>
<b>Web Site URL</b>	<input type="text" value="http://www.domain.org"/>
<b>EIN</b>	<input type="text" value="Enter Federal Employer ID Number"/>
<b>Street Address</b>	<input type="text" value="Enter street address"/>
<b>City</b>	<input type="text" value="Enter City"/>
<b>State/Province</b>	<input type="text" value="Enter State"/>
<b>Postal Code</b>	<input type="text" value="Enter Postal Code"/>

Close Save Write-In 

- Click “Save Write-In”. You will see the charity you listed. Click “add to designations”

Close Add to designations 

# Understanding The Donor Experience

## How to Opt Out

To “Opt Out” of the United Way campaign means the employee does not want to make a pledge to the current campaign. By doing so, that employee will not receive any future emails targeting non respondents. If, at anytime during the campaign the employee changes his or her mind, they can log back into the donor site and make a pledge. To Opt Out, follow these instructions:

- Click on “Click to Give Now”
- From the next screen, select “I am opting out”; and then confirm this is your intent



Choose a payment method by clicking the Add button.

**Payroll**  
Payroll deductions will begin in January 2019. Add

**Credit Card**  
Visa, MasterCard, American Express or Discover Add

**Direct Bill**  
United Way will bill you at a later date that you specify. Also, choose this option if you wish to give stock, please notify your Broker and United Way of your intentions. Add

**Check**  
Select this option for CHECK or CASH gifts. After you submit your pledge online, please give your check or cash payment to your coordinator. Add

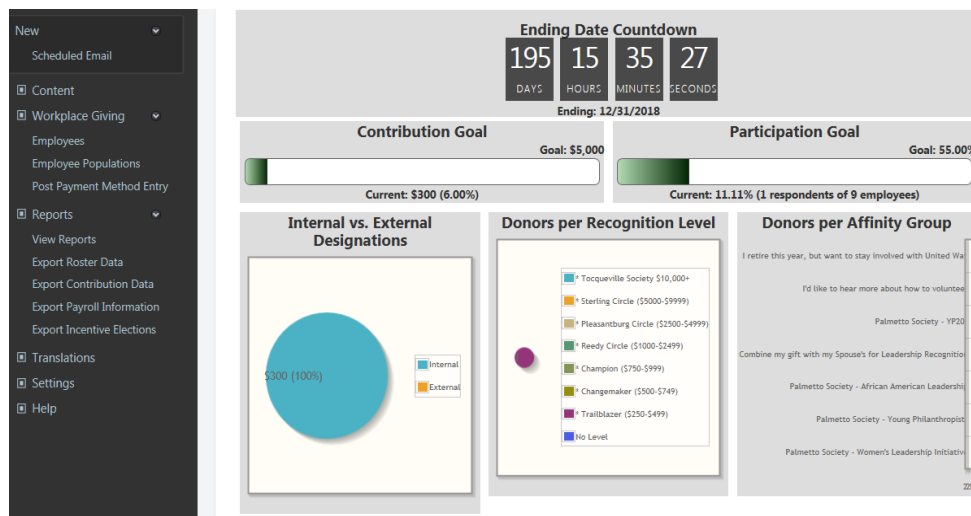
I am opting out Close

## The Campaign Coordinator's Role

### Accessing the Dashboard

As a Campaign Coordinator, you have access to see how your company is doing throughout the campaign.

- Login to the donor site with your user credentials
- In the top right corner of the home page, click the down arrow and select the **Dashboard** link
- The Dashboard page gives you a summary of the overall campaign:



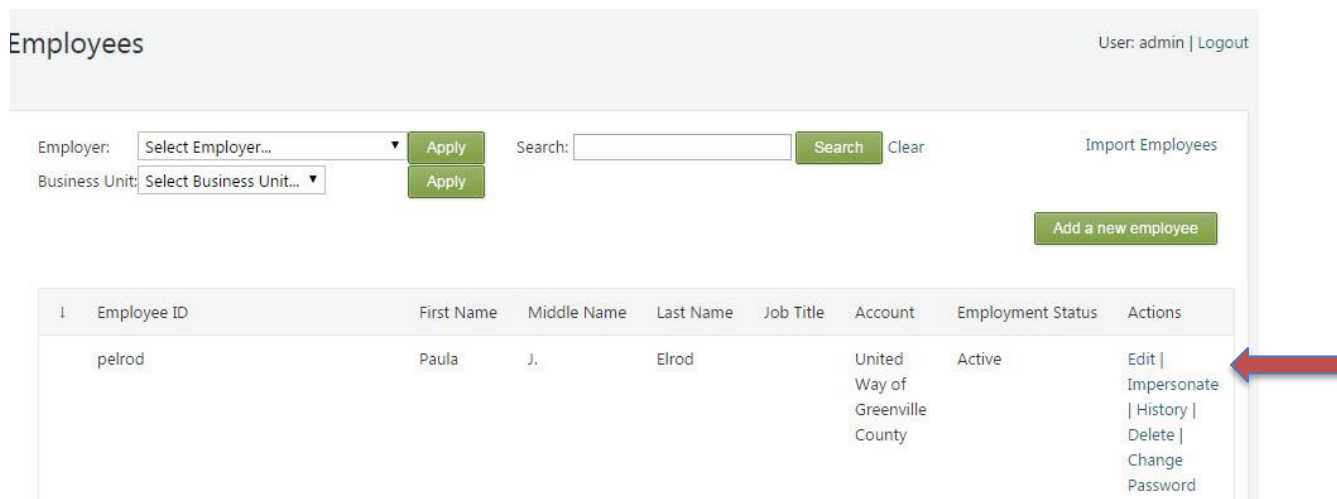



## **The Campaign Coordinator's Role**

### **How to manually pledge for a donor**

If you receive an email or if a donor tells you to enter their pledge for them, you will need to manually enter all pledges into the WGP. To do this:

- Login to the donor site and Access the Dashboard using YOUR credentials
- Click “Employees” on the left navigation bar
- Search for an employee and click “Impersonate”



ID	Employee ID	First Name	Middle Name	Last Name	Job Title	Account	Employment Status	Actions
	pelrod	Paula	J.	Elrod		United Way of Greenville County	Active	Edit   Impersonate   History   Delete   Change Password

- Complete the pledge process for the employee
- Ensure the pledge is complete by seeing the “Thank You” page.

## **The Campaign Coordinator's Role**

### **Submit Cash and Check Payments to United Way**

If any of your employees choose to give through cash and/or check, they will be prompted to submit their payment to their campaign coordinator. When you are ready to submit any payments to United Way, you will need to follow these steps:

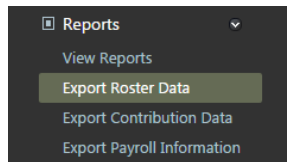
- Go to your Dashboard and click “View Reports”
- Run the “Check Payment” Report
- Compare the names on the report to those that have given you payment.
- If you have payment from an employee and do NOT see their pledge in the portal, follow the steps to manually enter the pledge for them
- Complete the Electronic Workplace Giving Cash and Check Payments Form and enclose the completed form and all payments in the Electronic Workplace Giving Report Envelope.

# Reporting

Dashboard views show goal, \$ raised to date, # donors, designation information and affinity group stats.

Other reports and exports available through the dashboard:

- **Export Roster Data** – Previous year and current year \$s, Non respondents and Incomplete pledges



- To access Reports, select “View Reports” from the left navigation bar. The Reports available for you to run are pictured below:

**Portal reports:** Click run for the report you want to view

Report Name	Description	Actions
Check Payment	Detail of Check Payment status by Employee	Run
Business Unit Summary	Summary of Business Unit Data by the selected level(s)	Run
Business Unit Summary with Response Status	Summary of Business Unit Data with Employee Response Status detail	Run
Designation Report	A summary report of giving by dollars by designation.	Run

## **Check Payment** – (choose campaign period 2023)

Each employee who has submitted a cash or check pledge will appear on this report. This will help you manage who you need to receive payments from for these pledges.

**Business Unit Summary** – (choose campaign period 2023) By Business unit if applicable. Suggested giving amount, current year gift, previous year gift, if a new donor and incomplete contributions.

#Emp	Curr # Resp	Curr % Resp	Outstanding Givers	Prev Total Gift	Prev # Givers	Prev % Part	Prev Avg Gift	Prev Per Emp	\$ Change Diff	% Change Diff	Curr Total Gift	Curr #Givers	New Givers	Curr % Part	Curr Avg Gift
Totals															
9	0	0.0%	1	\$1,947.00	1	11.1%	\$1,947.00	\$216.33	(\$1,947.00)	-100.0%	\$0.00	0	0	0.0%	\$0.00

## **Business Unit Summary with Response Status** – (choose campaign period 2023)

- Company Summary – Yes = summary, No = Summary by business unit (if applicable).
- Filter by respondents, non-respondents or ALL

Individual donor dollar amounts are not shown on this report. This is a great report to share with Campaign Committee members who are helping you follow up with employees who have not yet responded.

Organization Name: United Way of Greenville County

#Emp	Curr # Resp	Curr % Resp	Outstanding Givers	Prev Total Gift	Prev # Givers	Prev % Part	Prev Avg Gift	Prev Per Emp	\$ Change Diff	% Change Diff	Curr Total Gift	Curr #Givers	New Givers	Curr % Part	Curr Avg Gift
<b>** No Business Units</b>															
9	0	0.0%	1	\$1,947.00	1	11.1%	\$1,947.00	\$216.33	(\$1,947.00)	-100.0%	\$0.00	0	0	0.0%	\$0.00
<b>Totals</b>															
9	0	0.0%	1	\$1,947.00	1	11.1%	\$1,947.00	\$216.33	(\$1,947.00)	-100.0%	\$0.00	0	0	0.0%	\$0.00

Last Name	First Name	Middle	Business Unit 1	Business Unit 2	Business Unit 3	Email Address
LastName	NewDonor	M				plachica@unitedwaygc.org
LastName	PreviousDonor	M.				pelrod@unitedwaygc.org
TestLastName	Chris	M.				
TestLastName	Lee Anne	M.				
TestLastName	Meghan	M.				
TestLastName	Meredith	M.				
TestLastName	Mike	M.				
TestLastName	Nicole	M.				
Van De Voorde	Greg	M.				gvandevoorde@unitedwaygc.org