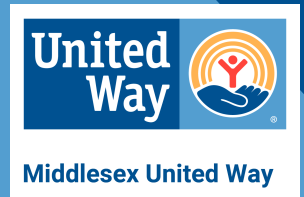


RUNNING AN E-CAMPAIGN



For a simple and secure workplace campaign, use Middlesex United Way's Online pledging. If you are looking to simplify your campaign, our free platform is easy to use and convenient!

BENEFITS OF AN E-CAMPAIGN

Middlesex United Way is pleased to offer the option of running a completely virtual campaign this year. Your employees will have the option to give Online through a custom donation page versus the traditional printed pledge form.

Although we are unable to meet in person and celebrate our campaign together, there are still ways you can keep the moral up with employees while socially distancing and working remotely.

Every year, we offer a variety of resources to help our campaign partners promote their campaigns. In addition to the tools we've had in the past, we have added custom Zoom backgrounds and PowerPoint presentations to add some fun to your virtual campaign.

ORGANIZATIONAL CONVENIENCE

Through an Online campaign, employees can access their pledge from cell phone, tablet, or desktop. No more having to disburse and collect manual paper pledge forms

DONATION OPTIONS

Donors can choose from various electronic donation methods such as payroll deduction and credit card. You can also track donors choosing to give via cash or check for follow up.

TECHNICAL SUPPORT

Middlesex United Way's campaign platform is completely secure. If donors have technical issues, help is provided to assist.