



# EASY AND SECURE ONLINE PLEDGING

LIVE UNITED

**U**nited Way of Northern New Jersey offers online pledging solutions through Truist to give you a personalized, secure way to manage your employee giving campaign.

Online pledging helps you and your colleagues contribute to the community through a website customized to your company. That means no more paper pledge forms and a more efficient way to communicate with employees.

## MAKE THE MOVE ONLINE

It is flexible and custom to your company:

- Create personalized messages to donors, groups, and/or regional offices to help make campaigns more meaningful
- Generate reports and access campaign management tools
- Track results instantaneously
- Add pictures and videos to your site
- Assign business rules for gift types, minimum donations, and leadership giving

Truist makes it easier for your company to engage employees in a workplace giving campaign – and simplifies the role of being a campaign administrator.



United Way of Northern New Jersey

United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must Live United.®

# CONSIDER THE BENEFITS

## USER FRIENDLY

Accessible from any browser, the website is a dynamic custom site that allows employees to learn more about United Way and their community, along with your organization's philanthropic commitment. The system walks users through their giving decision in a few easy steps.

## HIGHLY SECURE ENVIRONMENT

Truist services are based on secure systems, are bonded and insured, and are tested and audited to meet the security standards of our Fortune 500 customers. We use encryption technology to protect sensitive data and all servers are protected electronically and physically 24/7.

## CUSTOMIZED USER ACCESS

Truist provides a secure environment that lets you choose who gets what information. The system can be selectively configured such that campaign coordinators and administrators view only the information that is appropriate for them to see. Each individual employee can also be given permission to view select components of the system.

## REPORTING AND MONITORING CAPABILITIES

Truist delivers real-time reports allowing you to track contributions, compare activity across groups or offices, and target follow-up communications as needed. Online pledge system reporting is easily modified for export to your payroll system.

## HIGH USER SATISFACTION

Customer satisfaction studies conducted by Truist show an average user satisfaction rating of 4.3 on a 5-point scale, where 5 represents highest satisfaction.

Truist is a fully integrated, flexible, and cost-effective package of products designed to meet giving and community involvement goals while maintaining the highest level of customer satisfaction and personal touch. Your personalized Truist site is easy to set up and easy for everyone to use.

# GET STARTED!

Contact **Theresa Leamy** at [Theresa.Leamy@UnitedWayNNJ.org](mailto:Theresa.Leamy@UnitedWayNNJ.org) or **973.993.1160, x105** to learn more about Truist or to schedule a demo for your company.

