



e-Pledge:

Electronic Pledging 2016

Simplify Your SECA Campaign

What is e-Pledge?

e-Pledge is a secure, no-cost electronic giving and donor management tool that can increase the efficiency of your State Employee Charitable Appeal (SECA) campaign. e-Pledge eliminates or significantly reduces the paper pledge forms traditionally used in the course of a campaign, relieving the burden of personalizing, distributing, collecting and totaling paper pledge forms, resulting in reduced administrative effort. Employees can continue to pledge electronically using payroll deduction, check, credit card or bill direct.

While e-Pledge is an electronic tool to allow employees to make a pledge or donate, **it does not replace campaign activities such as internal communications, departmental support and special events.** These campaign activities are still critical in running a successful SECA campaign.

What are the benefits of using e-Pledge?

- No-cost to you
- Eliminates or significantly reduces the need for paper pledge forms
- Secure pledging system and employee payroll files can be shared via encryption based software
- Enhances the donor experience – simple and convenient way of making a donation
- Employees are able to view their previous year's donation on their personalized and pre-populated webpage and can update and manage their own contact information
- Employees have option of entering a pledge via payroll, credit card, "bill me," or check
- Employees can view the Agency Listing online and/or use a search menu to choose any of the SECA agency designations
- Enables Campaign Leaders access to real-time reporting (excel or PDF) and tracking of donors during your campaign
- E-mails will automatically stop once employees open their personal page and make a donation or select "I don't wish to give at this time" (*Available with Option 1*)
- Increases accuracy – all donations and receipting information is entered by donor
- Immediate gift confirmation e-mailed to donors

Requirements

What are the requirements for e-Pledge?

- At least 80% of employees must have an email address and access to a computer
- Option 1 (see back) - Department has the ability to send an excel file of the employee names, ID# and e-mail address. (*We will sign a non-disclosure / confidentiality agreement assuring you that we do not use employee's e-mail addresses in any other manner than the e-Pledge campaign.*)
- Must have Internet Explorer version 11, current version of Mozilla Firefox or current version of Google Chrome *and* Windows 7 or higher

e-Pledge Options:

Option 1 (Recommended)

Your state department will send us a list of employee names, work e-mails and payroll ID's three weeks prior to when you want the first e-mail sent out. (We sign a confidentiality agreement that the file will not be used in any other manner). We will then send each employee a personalized, pre-populated e-mail in a confidential manner during the campaign on dates of your choice as well as a few additional reminders e-mails to those that have not pledged yet. e-Pledge allows each Campaign Leader to generate a variety of real-time reports and monitor the progress of the campaign.

Option 2

Campaign Leaders can send out a single web link to their department employees and employees can go into the web page and self-register. e-Pledge allows each Campaign Leader to generate a variety of real-time reports and monitor the progress of the campaign.

Frequently Asked Questions

Q: Is the SECA E-Pledge system secure?

A: The answer to that question is YES. While no system is impenetrable, our systems are designed for maximum protection of employees' transactions.

- Data is transferred via a "secure session" established with Secure Sockets Layer (SSL) 128-bit encryption technology.
- Our servers are located on a secure computer and are behind an Internet firewall.
- In addition, employee excel files and payroll deduction files are sent via Barracuda Encryption software

Q: Why does SECA want all of our employee information before the start of the campaign? (Option 1)

A: For your employees to sign-in, their information must be pre-loaded into the e-Pledge system with employees' unique user names and passwords. A non-disclosure/confidentiality agreement is signed between each department and the SECA campaign administration to use the information strictly for the e-Pledge campaign.

Q: What if my department will not give out employee information?

A: There is an alternative (*see Option 2 below*). Although for the most successful and efficient pledging system we highly recommend sending personalized e-mails to your employees.

Q. What is the timeframe to start an e-Pledge campaign?

A. We ask for you to fill out the "e-Pledge Campaign Set-Up" a month prior to your campaign start and for Option 1, send the excel file three weeks prior to the first e-mail being sent out. Your SECA representative will discuss the details with you.

Q: How does it work? What do the screens look like?

A: For a PDF of e-Pledge sample screens (both options) visit our website at: www.riseca.org



For more information please contact Paula Manseau at
401-444-0618 or e-mail Paula.Manseau@riseca.org