

# UPAF Online Employee Giving



UNITED PERFORMING ARTS FUND

*Life's better with the arts*

The UPAF online giving system is provided FREE of charge to participating Employee Giving Companies during the UPAF Community Campaign. It is helpful to include support from both the IT and Human Resources departments when planning the site.

## Benefits of online giving:

- Faster, easier and more efficient for the coordinator and for employees – no pledge cards to distribute, fill out, collect or reconcile
- Real-time tracking of employee gifts and the overall status of the campaign
- Export file of employee gifts available at any time during the campaign

- No transaction fee to implement and conduct your campaign online!

## Online giving is great for companies who:

- Have multiple sites, buildings or locations
- Have a large percentage of employees who work outside the office
- Utilize email as a way to engage their employees

Please still enhance your campaign with performers, speakers, and fun events! The online giving system only takes the place of printed pledge cards.

## Online giving was a huge success last year

### Here are some of the highlights:

- 9,849 donors used the online giving system to make a pledge –45% of all UPAF donors.
- Online giving generated \$1,887,000 or 20% of the 2010 Campaign total.
- 75 companies participated in online giving – 43% of all employee giving campaigns.
- Companies utilizing the online giving system during the 2010 Campaign had a 16% higher average gift and more than five times the participation percentage versus those who did not use the online giving system.

*To confirm your company is a good candidate for online giving, or if you would like to discuss the online giving option in greater detail, please contact your UPAF staff member or Jeannie Jackson, at [jjackson@upaf.org](mailto:jjackson@upaf.org).*

## Participation Percentage

### Online Campaigns vs Non-Online Campaigns

2010 Online Employee  
Giving Campaigns

21.06%

2010 Non-Online  
Employee Giving  
Campaigns

3.94%

## Average Gift

### Online Campaigns vs Non-Online Campaigns

2010 Online Employee  
Giving Campaigns

\$184.68

2010 Non-Online  
Employee Giving  
Campaigns

\$158.75

PROUD SUPPORTER OF THE PERFORMING ARTS





Steven Moses in Danceworks' *Wild Things*. Photo by Mark Frohna.

## Online Employee Giving Instructions for Campaign Coordinators

### Pre Campaign:

- Complete Online Employee Giving Site Setup Form provided to you by your UPAF staff member. The entire checklist must be completed for the company site to be set-up. For questions, please contact your UPAF staff member or Jeannie Jackson at [jjackson@upaf.org](mailto:jjackson@upaf.org).
- E-mail your company's employee list (required), logo (optional), and landing page letter (optional) to [jjackson@upaf.org](mailto:jjackson@upaf.org).
- Allow five business days for UPAF to complete the initial setup of your Online Employee Giving site.
- Once the initial setup is complete, UPAF will contact you to schedule an in-person or over the phone introduction to your site. Any changes or adjustments to your site can be made at this time.

### Post Campaign:

- Wrap-up your campaign by making sure the following are completed:
  - Make sure all individual pledges are entered in the Online Employee Giving site. Do not enter Special Events into the individual donor accounts, please use the Special Events account setup for your company.
  - Collect all checks associated with pledges and place in the large UPAF Report Envelope.

- Separate cash and checks from independent fundraisers (i.e. raffles, bake sales, "jeans day," etc.) and place in the large UPAF Report Envelope.
- Print out a complete donor download and sort by payroll deduction. Forward this information to your payroll department. Check periodically with donors to make sure their pledge is being deducted each pay period. Report to UPAF any donors that have left your company throughout the year that pledged through payroll deduction.

### What Do I Do With "Special Events" Money?

- Special events money (from bake sales, "jeans day," etc.) is considered additional money for an employee campaign and is applied to the employee giving total as a lump sum.
- Because a good or service is received in return for a special event pledge, the dollars cannot be applied to an individual and must remain in a lump sum.
- Keep fundraiser money separate from donor pledges. When you are ready to turn it in, place all special events money UPAF Report envelope.
- It is helpful for companies to turn in one company check in place of all special events money.
- If you have any questions regarding special events money, ***please contact your UPAF staff member or Jeannie Jackson at [jjackson@upaf.org](mailto:jjackson@upaf.org).***