e-Pledge Email Communication Service

e-Pledge is a United Way online-based giving platform that eliminates the need for paper pledge cards, tracks your company's campaign success in real-time, and provides data points with a quick click of a button.

Why choose e-Pledge?

- **It's a Time Saver!**
  - e-Pledge minimizes the time that you spend collecting and distributing paper pledge forms, creating manual reports, and time spent following up with outstanding pledge forms.
- **Secure Connection:**
  - The site features an Extended Verification SSL Security Certificate for data encryption.
  - This secure feature provides a direct link for each employee to pledge efficiently and links to their payroll or enter their credit card information.
- **Personalization:**
  - For your organization – feature your logo, campaign dollar or participation thermometer, and customized website greeting/reminder messages.
  - Each employee can update their own account and see last year's gift and suggested gift amounts.
  - Emails are sent directly to the employee to say Thank You when a pledge is submitted.
- **Reporting Made Easy:**
  - See real-time reports and run them in PDF format or Excel.
  - View the total amount pledged, number of contributors, average gift amounts, and see who hasn't pledged yet for follow-ups.
  - At the end of the campaign, a file will be sent to you with the final payroll metrics.

What information is needed to begin your e-Pledge request?

- Your current Company / Organization Logo
- Messages for the website greeting and reminder messages.
  - United Way staff have great templates to share with you.
- e-Pledge Request Form
  - United Way staff will send this file to you with highlighted fields.
- Populated employee data file (Excel or CSV file format) including the following information:

**** Please note that the information with a red asterisk is required***

Employee ID number *   *Assists in matching employees with the United Way history record*
Email Address *   *Pledge links are sent directly to the employee's email*
Number of pay periods *
First Name *
Last Name *
Middle Name or Initial *
Suffix *
Home address including city, state, zip *
Department Name and Number *   *Helpful in sorting pledges by department or summaries by department*

Security Overview Information - Please share with your IT Department

Please review the information below regarding the United Way of Greater High Point e-Pledge Email Communication Service. The Email Communications Service affects campaign-related emails, newsletters, and other forms of email communications used to keep you informed about our work and upcoming events. *The site can be accessed on Microsoft Edge, FireFox, Chrome, and Safari.*

The Email Communication Service sending/originating IP Addresses listed below should be removed from spam filter lists and set as exempt to rate controls. *Not allowing the sending/originating of IP Addresses or not exempting them from rate controls can lead to rejected emails or slow delivery.*

Email Communication Service sending/originating IP Addresses:

52.86.171.35 (smtp1.upicsolutions.net)
34.232.26.125 (smtp2.upicsolutions.net)
34.230.104.208 (smtp3.upicsolutions.net)

156.70.25.157 (associated with mta-70-25-157.sparkpostmail.com)
156.70.25.156 (associated with mta-70-25-156.sparkpostmail.com)

If the Email Communication Service IP Addresses cannot be allowed and exempted from rate controls, several features have been implemented to help reduce the misclassification of email communications from United Way. The first feature is the use of SPF records and the second is DKIM signing of all emails from our Email Communication Service. The final enhancement, DMARC, was implemented in late 2018. To find out more about these features, please use the URL links provided below.

SPFRecord(SenderPolicyFramework)
This record defines what IP addresses can send emails on the behalf of a domain
http://www.openspf.org/Introduction

DKIMSigning(DomainKeysIdentifiedMail)
When an email is sent through the e-Pledge email service, it is automatically signed with a special signature. The receiving party verifies this signature by looking it up a special DNS record. http://www.dkim.org/#introduction

DMARC(Domain-basedMessageAuthentication,Reporting&Conformance) DMARC builds on top of SPF and DKIM and helps define what should happen when a message fails checks through SPF and DKIM as well as where to send failure reports. https://dmarc.org/

Thank you!
Please reach out to your United Way Campaign Team with any questions!
336-883-4127
www.unitedwayhp.org

UNITED WAY
Greater High Point