

FUNDRAISING PLATFORM GUIDE



TOOLS to help your company or organization achieve your campaign and **Corporate Social Responsibility** goals.

ONLINE FUNDRAISER

Online fundraising is a way for companies and organizations to raise money via the internet. It usually involves an online donation page and can include mobile giving, peer-to-peer fundraising, and more.

FEATURES

Customized Fundraisers

Create and edit branded, mobile-optimized fundraising pages in minutes with a user-friendly campaign builder.

Payment Processing

Employees can give quickly, easily, and securely through intuitive payment options such as digital wallets, Venmo and PayPal, and bank transfers.

Powerful Data Insights

Quickly access performance data to make informed decisions to improve fundraiser.

Automated Receipt

Send an automated donation receipt to donors for tax purposes.

FUNDRAISER EXAMPLES

- ▶ Fundraise to support a Valley of the Sun United Way program, such as Pantry Packs.
- ▶ Support one of four areas: education, housing & homelessness, health or workforce development.
- ▶ Host an on-site event or activity, such as a 5K or movie night. Encourage donations to Valley of the Sun United Way for participation in the event.



ONLINE SILENT AUCTION

Online silent auctions offer employees the ultimate auction experience. Use dedicated auction software that includes features that support mobile bidding to engage your employees.

FEATURES

- Set a custom auction link for easy access
- Mobile friendly, no downloads required
- Exact bids, proxy bids, and 'Buy Now' options
- Flexible privacy settings to limit or open participation
- Easy and secure online payment and donation collection
- Real-time auction insights keep administrators up to date
- Instant outbid and watch list notifications
- And more!

AUCTION ITEM IDEAS

- ▶ Themed gift baskets
- ▶ Tickets to local events
- ▶ Local goods sampler
- ▶ Outings and experiences
- ▶ Gift certificates
- ▶ Gift cards
- ▶ Reserved office parking spot
- ▶ Art work
- ▶ Event tickets
- ▶ Fine dining package
- ▶ And more!



TOGETHER, WE WILL CREATE MIGHTY CHANGE!

By using online platforms, all funds come directly to Valley of the Sun United Way via digital payment methods, taking the need for collecting or handling cash of your plate!

For more information on how your company and employees can utilize these platforms to be a force for Mighty Change in Maricopa County, contact your Employee Campaign Manager.

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