



Greater Twin Cities
UNITED WAY

DIGITAL TOOLS FOR YEAR-ROUND ENGAGEMENT

Greater Twin Cities United Way offerings support your philanthropic success

StratusLIVE

Our robust philanthropic platform keeps your employees connected to one another and the community.

Manage campaigns: Run online campaigns throughout the year with a philanthropic tool that makes it easy for employees to donate to their chosen nonprofits through recurring or one-time gifts via payroll, credit card, direct bill and more.

Engage all year: Organize volunteer events, share employee impact stories and manage multiple campaigns that increase employee engagement and support to your communities.

Stay relevant and fresh: Leverage content United Way provides throughout the year and add your own. Ensure your colleagues have access to opportunities aligned with your company's goals.

Track your success: Customized reports help you communicate your results and make data-informed improvements.

Get help: Depend on prompt customer service for your employees and dedicated staff to meet your organization's goals in corporate social responsibility and philanthropy.

Offer choice, nationwide: With over one million nonprofits connected from the IRS database, employees can give confidently to the communities they care about most.

“StratusLive offers a straightforward experience for participants, includes plenty of customization options to refresh the campaign each year, and tracks everything that we need in our reports. Employees continue to tell us how it makes participating easy.”

– Matthew Holm, Program Director,
Corporate Affairs, Carlson

Next step: To ask questions about StratusLIVE or get a demo, contact your Greater Twin Cities United Way representative or email DigitalSupport@GTCUW.org.



Scan above to explore a sample GiveSmart page. We've created this one with Greater Twin Cities United Way's brand, messaging and images – yours can reflect your organization's look and feel.

GiveSmart

Make in-person and online fundraising and volunteer experiences easy for you and your employees.

Save time and costs: United Way staff support will save you time in planning and executing your events on GiveSmart, which is free to use anytime your proceeds will benefit Greater Twin Cities United Way. Additionally, donors can optionally cover the 2.5% credit fee.

Get a branded look: Based on information and images you provide, United Way staff can create your event page within five business days. Donors can access all your messaging and activities with a single custom link, QR code or keyword text.

Use it again and again: GiveSmart uses a wide range of fundraising experiences so your team can get creative: text-to-donate; volunteer signup; free and paid event registration and ticketing; purchasing company-branded or United Way T-shirts, candygrams and other items; and peer-to-peer fundraising for events such as walks or trivia.

Make giving easy: Donors enjoy a user-friendly platform accepting credit, PayPal and Apple Pay. Setup is simple for you; we build and facilitate your site and custom reports are available to track your progress. GiveSmart is secure, with a PCI Level 1 certification and 256-bit SSL encrypted payment capabilities.

32Auctions

Host, track and manage donations, bidding and payments.

We create, you personalize: Get a custom link to share. Apply your branding and optional elements such as a goal meter.

Add 1 to 1,000 items: We'll help you set starting-bid amounts based on values you assign.

Recognize donors and sponsors: Your auction can highlight sponsors; items can display donor logos and website links.

Stay engaged: Participants get instant notifications on items they're interested in. You can track and manage your auction on the go.

Reduce fees: To significantly ease transaction fees and increase your auction's impact, we offer a simple GiveSmart form delivered via automated email for 32Auctions winners to pay for their items.

Contact your Greater Twin Cities United Way representative or email DigitalSupport@GTCUW.org to set up digital fundraising tools.