

# Unite to fuel Change



Greater Twin Cities  
United Way

## TAKE YOUR COMPANY'S SPECIAL EVENT A STEP FURTHER WITH GIVSMART

**WHAT:** GiveSmart is a dynamic platform that helps execute online fundraising, text-to-donate, and event-based activities, transforming your virtual engagement!

Greater Twin Cities United Way can create branded pages for nearly any online fundraising activity. Power any type of fundraising event, such as runs, walks, tournaments, even trivia happy hours.

**COST:** GiveSmart automatically adds a 2.5% credit card processing fee, which donors can choose to cover.

### FEATURES & BENEFITS:

- Online giving and text-to-donate options for flexible remote giving
- Comprehensive virtual event fundraising with ticketing, RSVPs, and payment collection
- Easy-to-use platform, created and facilitated by GTCUW staff
- Detailed reports showing progress and results provided to you
- Simple donation processing: funds come directly to GTCUW and are counted toward your campaign
- Secure: GiveSmart is a PCI DSS Level 1 service provider

**YOUR EVENT PAGE:** United Way staff can create your event page within five business days.

*We'll just need a few details from you to get started:*

- Event type(s)
- Event name, date, time and location
- Event description (and/or personal message to participants)
- Ticket types (if applicable) and descriptions
- Ticket prices
- Additional custom questions specific to your event
- Company logo and brand logos

**GET STARTED:** Contact your United Way representative for an overview and demo!  
Or email [campaign@gtcuw.org](mailto:campaign@gtcuw.org).



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