



ALOHA UNITED WAY CAMPAIGN COORDINATOR TOOLKIT

#ImpactYourCommunity



Call (808) 543-2208 • AUW.ORG

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5 STEPS TO A SUCCESSFUL CAMPAIGN

1

PLAN

- Meet with your AUW fundraising team member to discuss timing & campaign format.
- Recruit your team.

2

PUBLICIZE

- Communicate goals and why they are significant to your organization.
- Raise awareness with videos, social media, posters, etc. Plan a kick-off event and rally.

3

MOTIVATE

- Ask leaders to get involved.
- Consider games, contests, and events to motivate staff to support and contribute.

4

ANALYZE

- Review donations and your giving platforms frequently.
- Record campaign successes and challenges.

5

MAHALO

- Recognizing and express gratitude to campaign committee members and donors.
- Share your photos.

WHAT A CAMPAIGN DOES FOR YOUR ORGANIZATION

- Shows corporate social responsibility.
- Builds team moral.

WHAT A CAMPAIGN DOES FOR OUR COMMUNITY

- Connects families and individuals with resources.

CAMPAIGN COORDINATOR; YOUR ROLE

Campaign Coordinators lead the way. Your help will positively impact our community, evaluate the status of your company in the eyes of clients, potential customers, and the business community. Build new relationships with leadership while developing invaluable skills and experience. As a Campaign Coordinator, you are directly influencing staff morale, increasing talent retention, and helping local people.

FUNDRAISING IDEAS

HYBRID/REMOTE

- Photo contest
- Online coaching
- Bento or Plate Lunch Sale
- Merchandise Sales
- Bingo
- Virtual Auction or Raffle
- Virtual Fundraising Challenge
- Trivia
- Master Class

IN-PERSON

- Bake Sale
- Yoga class
- Trivia Night
- Vegas Night
- Karaoke Night
- Corn Hole Tournament
- DIY Workshop
- Penny Wars
- 'Make a plate' or a Pizza Party
- Doggie Cafe
- Pie in the face
- Leadership Challenge