TALKING POINTS

ALOHA UNITED WAY

At Aloha United Way, our mission encourages individuals from all walks of life to join together to create hope and to change the landscape of our community for the better. We do much more than raise money and distribute it to agencies. As examples, we are working to reduce homelessness, provide more opportunities for our kupuna to age gracefully, and better prepare our keiki for kindergarten.

By focusing on 3 impact areas—Education, Poverty Prevention and Safety Net—we are able to significantly move the needle in the areas of greatest need by working to prevent problems before they begin and help those who need assistance now. This is done through collaboration with community partners and funders to develop strategies that make a lasting impact.

We value every donor's contribution. We carefully vet each of the nonprofit organizations that we fund through a rigorous application process to ensure that each are mission-focused and have the financial capacity to deliver and sustain their operation. Once selected, we track and measure the effectiveness of program outcomes, ensuring that we are investing monies wisely, and as a result, making an impact and improving the lives of those in our community.

ALOHA UNITED WAY PROGRAMS

211 INFORMATION AND REFERRAL SERVICE

211 is a free, confidential service offered statewide for people who need help. Last year, 61,574 people received assistance from our 211 information and referral service helpline. 211 Information Referral Specialists made phone referrals recommending callers to agencies in our community that help with food, rent, utility payment assistance, public assistance programs, homeless shelters and many other services listed with Aloha United Way 211.

VOLUNTEER HAWAII

Volunteer Hawaii provides our community with volunteer opportunities to get involved as an individual, as a company or with family and friends.

COMMUNITY IMPACT

EDUCATION

Aloha United Way is creating a comprehensive approach to education that spans from cradle to career.

POVERTY PREVENTION

Aloha United Way is helping individuals/families build assets and become financially stable through proven methods that result in everyone having more opportunity to succeed.

SAFETY NET

Our Safety Net Impact area provides services to those in our community experiencing some type of crisis.

LEADERSHIP GIVING

Leadership Givers are at the core of every community. They are the people who know how to get things done. They understand community needs and recognize that good leadership is vital to community success.
For just $3 a day, (or for just $40* per payroll deduction), you too can become a Leadership Giver. As an Aloha United Way Leadership Giver, you join with others to shape lasting change by helping to influence and guide our work. You don't just help people, you play an active role in transforming lives for those in need. You get to see our work in action and enjoy many other exclusive benefits, including, inclusion in our annual report, invitation to different giving societies and more. Many successful campaigns hold special events for their Leadership Givers. To learn more, contact your AUW representative.

GIVING SOCIETIES

Society of Young Leaders: If you are between the ages of 21-39 and donated a minimum of $120 please consider joining our Society of Young Leaders, a remarkable group whose mission is to give, serve and learn to better our community.

Hawaii Cares: If you are age 35-plus and donated a minimum of $240 please consider joining Hawaii Cares, a volunteer initiative of exceptional professionals that serve to inspire and empower leaders to create a better Hawaii.

Women United: If you are female and donated a minimum of $1,000 please consider joining Women United, this extraordinary group of women leaders who are engaged in philanthropy, advocacy and are passionate about creating lasting change in our community.

Tocqueville Society: A respected group of community leaders who donate a minimum of $10,000 annually to create long-lasting changes that tackle our island's most serious issues. As a member of this elite society of philanthropists, you will receive special recognition in our community and also have the opportunity to attend exclusive members-only events planned throughout the year.

200 N. Vineyard Boulevard, Suite 700 • Honolulu, Hawaii 96817 • 808.536.1951 • **auw.org** • @alohaunitedway • #jointhemovement

2017 CAMPAIGN COORDINATOR TOOLKIT

United Way
Aloha United Way

HELP CREATE A BETTER COMMUNITY.
TRANSFORM LIVES. MAKE A DIFFERENCE.

#jointhemovement

200 N. Vineyard Boulevard, Suite 700 • Honolulu, Hawaii 96817 • 808.536.1951 • **auw.org** • @alohaunitedway • #jointhemovement

WHAT DOES AN EMPLOYEE COORDINATOR DO?

BUILDS YOUR TEAM: Serves as a leader among your peers while engaging current and prospective employees in a community partnership that strengthens talent retention, boosts morale and provides staff development opportunities.

BUILDS YOUR BUSINESS: Community involvement helps you reach a broader audience and improve client relationships. It also enables you to create an opportunity for your co-workers to participate in creating a stronger community by planning and coordinating a successful Aloha United Way campaign within your organization.

BUILDS YOUR COMPANY'S REPUTATION: Community focus strengthens your company as an industry and community leader with stakeholders, employees and customers.

KEY RESPONSIBILITIES:

- Liaison with senior management.
- Develop an effective Campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Coordinate your company's Kick-Off and Mahalo events.
- Encourage Leadership Giving ($1,000 annual gift) in your company and challenge upper management to lead by example.
- Educate your co-workers about Aloha United Way with brochures, posters and agency speakers. Be creative.
- Invite everyone to give what they can. Set the example by making a gift yourself.
- Make your Campaign fun.
- Thank your donors and volunteers.

YOUR CAMPAIGN CHECKLIST ☑

STEPS TO A SUCCESSFUL CAMPAIGN

STEP 1: PLAN YOUR CAMPAIGN

Recruit a team of energetic individuals to help you plan your campaign.

We suggest:

- Work with your management team to identify employees who would be a good fit for your committee.
- Promote team work as a professional development opportunity.
- Have a representative from each department involved.
- Ask your CEO or a senior leader to approve the campaign time frame and use of organizational funds for campaign activities.
- Ask your CEO or a senior leader to appoint a leadership campaign chair or executive coordinator.
- Communicate your campaign goals to your leadership team.
- Encourage senior management to lead by example by giving their gift early and increasing their level of support.
- Encourage your senior leaders to actively support the campaign by attending events, speaking at campaign committee meetings and endorsing the campaign through personal communications.
- Set a start and end date. Most successful campaigns run for two weeks to a month.

STEP 2: SET AND PUBLICIZE YOUR GOALS

Work with your team or CEO to establish a goal and be sure to publicize it within your campaign. Utilize email, newsletters and signage to help employees understand Aloha United Way and what we do to help the community.

STEP 3: EDUCATE AND INSPIRE

Use our theme, #jointhemovement or pick a fun theme that everyone can get excited about. (e.g. TV shows, movies, sports, etc.)

STEP 4: MAKE THE ASK

Bring employees together at a Campaign Rally to learn about Aloha United Way's work. Be sure to distribute pledge forms and ask that they be completed and returned at the end of the meeting.

Make your campaign fun and creative through the use of special events, competitions, contests, incentives and prizes. Creating your own company incentive program helps increase participation within your company's campaign.

STEP 5: THANKING AND RECOGNITION

Thanking your colleagues for their contributions can be one of the most rewarding experiences as a coordinator. In addition, recognizing fellow employees will make them more inclined to support Aloha United Way in the future.

STEP 6: FINALIZE RESULTS

Turn in your results as early as possible. Your Aloha United Way staff and Loaned Executive are happy to pick up them up for you.

CAMPAIGN RALLIES

Start off your Campaign with a rally. Invite your team to a presentation during lunch, breakfast, or a snack break. Here is an example of a Rally format:

TOPIC	PRESENTER
Opening Remarks	Company Coordinator
Campaign Endorsement	CEO
Aloha United Way Overview	AUW Representative
Testimonial	Employee/Agency Speaker
Closing Comments	CEO/Coordinator
Say Thank You!	Company Coordinator

PROCESSING DONATIONS

- Separate donations into 2 groups:
  CASH/CHECKS
  OR
  PAYROLL DEDUCTION, CREDIT CARD, AUTOMATIC TRANSFER, BILL ME
- Complete a Deposit Sheet.
- List each donor name and the amount pledged in the appropriate columns. Only 25 donors per Deposit Sheet.
- Highlight any gift over $10,000 and list first.
- List Corporate Gift and Special Event amount in the appropriate column.
- Check for the following:
  - ✔ Original signature on Pledge Form and Check (s)
  - ✔ For Credit Cards, ensure complete Credit Card number, expiration date, billing address and phone number is included
  - ✔ For Automatic Transfer, attach a voided check to the Pledge Form
  - ✔ For Bill Me option ($48 minimum), use home and billing address
- Print, sign and date each Deposit Sheet. Make a copy of the Deposit Sheet(s) and Payroll Pledge Forms. Submit copies of Payroll Pledge Forms to the appropriate person in your organization to process donations to be paid out monthly.
- Contact your Aloha United Way Representative to arrange a pick up.

PROCESSING DONATIONS FOR e-PLEDGE

Print Transaction Report on a weekly basis to track your Workplace Campaign.

- **CASH/CHECKS**
  Print Cash Report from Admin's Site.
  Collect cash and checks from donors.
  Attach monies to the Cash Report.
  Contact your Aloha United Way Representative to arrange a pick up.
- **PAYROLL DEDUCTION**
  Print Transaction Report from Admin's site.
  Turn in a copy to your payroll department.
  Keep a copy for your records.

ALOHA UNITED WAY CAMPAIGN SUPPORT STAFF

Emily Mendez-Bryant Vice President of Fundraising & Major Gifts	808.543.2204	emily@auw.org
Mel Colquitt Director of Workplace Campaigns	808.543.2243	melvin@auw.org
Cheryl Harris e-Pledge Business Team Manager	808.543.2261	cheryl@auw.org
Marilyn Nimsger Business Team Manager	808.543.2240	marilyn@auw.org
Mea Spady Business Team Manager	808.543.2253	mspady@auw.org
Heather Day Business Team Associate	808.543.2241	hday@auw.org
Carolyn Burk Administrative Assistant	808.543.2208	cburk@auw.org

Our team will be joined by a group of Loaned Executives who work with us to support your Aloha United Way workplace campaign.

RESOURCES

Please visit our Campaign website for our Campaign video, forms, fliers, logos and other information.

www.auw.org/campaign

SOCIAL MEDIA

@alohaunitedway

Aloha United Way

@alohaunitedway

Aloha United Way

#jointhemovement