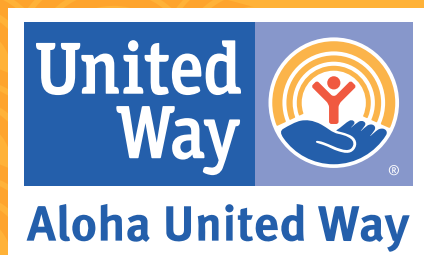


2019 CAMPAIGN COORDINATOR TOOLKIT

Celebrating 100 Years of
Creating Change Together!
#togetherHI



COORDINATOR IMPACT

YOUR TEAM:

Engaging employees in a community partnership increases talent retention, boosts morale, and provides staff development opportunities.

YOUR BUSINESS:

Community involvement helps you reach a broader audience and strengthens client relationships.

YOUR COMPANY'S REPUTATION:

Community focus elevates you as an industry and community leader with stakeholders, employees, and customers.



FUNDRAISING IDEAS

Boost your campaign with incentives, special events and prizes. Here are a few ideas to get you started:

- Bring your pet to work day
- Casual day coupons
- Holiday decorating or "ugly sweater contest"
- Penny wars (compete between departments)
- Pie-in-your-face or dunk tank
- Silent auction sports tournament (golf, Knockerball, etc.)
- Ticketed pau hana or food sales

5 STEPS TO A SUCCESSFUL CAMPAIGN

STEP 1: PLAN

Meet your A UW rep to establish campaign dates.

Garner support from senior leadership and ask about a corporate match.

Set dollar goal and strive for 100% participation.

Recruit high-energy team.

Brainstorm creative ways to engage employees.

STEP 2: PUBLICIZE

Ask senior leadership to be champions.

Raise awareness with emails, newsletters, and posters.

Communicate campaign goals and dates.

Kick off campaign with a rally.

STEP 3: MAKE THE ASK

Distribute pledge forms at kick off rally and events.

Promote "due date" to instill action.

Make donating fun - games, competitions, events!

Use goal updates as touchpoint to stimulate response.

Inspire others as you lead by example.

STEP 4: THANK & CELEBRATE

A simple "thank you" goes a long way.

Recognition takes many forms.

Consider awards, incentives, events.

Achieve excellence and be celebrated at A UW's annual Spirit of Community Awards.

STEP 5: WRAP UP

Review pledge form checklist and deposit sheet instructions.

Meet with your A UW rep to turn in your donations.

Debrief about campaign while it's fresh.

Start planning for next year.

EVERY GIFT MATTERS

Just \$10 a month pays for 300 meals for low-income seniors and families for one year.

26 Payments	24 Payments	12 Payments	Total Annual Gift Amount
\$4.62	\$5.00	\$10.00	\$120.00
\$9.24	\$10.00	\$20.00	\$240.00
\$14.04	\$15.21	\$30.42	<small>CONSIDER \$1 A DAY</small> \$365.00
\$38.47	\$41.67	\$83.34	\$1,000.00
\$100.00	\$108.34	\$216.67	\$2,600.00
\$250.00	\$270.84	\$541.67	\$6,500.00
\$384.62	\$416.67	\$833.34	\$10,000.00

RESOURCES

- Pledge forms
- Deposit sheets
- Donation checklist
- Instructions for processing donations, brochures, signage, videos and more
- **Your A UW rep!**

Forms available online at auw.org/campaign.

ALOHA UNITED WAY REPRESENTATIVES

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Our team is joined by a group of community executives who work with us to support your Aloha United Way workplace campaign.

WHY DONATE TO AUW?

You don't need to go through extremes to make a difference. We can all do small things that collectively create a world of change. The simplest way to create the most impact is through a donation to Aloha United Way. This year, we're celebrating 100 years of creating change together. Through a simple donation, you support our efforts to unite people, resources and ideas to address the greatest needs in our community.

#100
DONATE
TO AUW.



WHO IS ALICE®?

ALICE stands for Asset Limited, Income Constrained, Employed. ALICE are the hardworking people we see everyday – who struggle every month to pay for basic expenses like rent, food and transportation.

37% OF OUR
COMMUNITY IS ALICE.

AN ADDITIONAL 11%
LIVE BELOW THE
FEDERAL POVERTY
LEVEL.

ALMOST HALF OF THE HOUSEHOLDS IN HAWAII ARE
LIVING PAYCHECK TO PAYCHECK AND STRUGGLING
EVERY MONTH.

Aloha United Way has engaged in community dialogue with ALICE, community partners, local and state government and businesses to better understand the challenges of ALICE, and to work towards dynamic solutions that tackle root causes of financial instability.

ALOHA UNITED WAY INVESTMENT OPTIONS

- Community Care Fund**
Flexible and adaptable fund to address the greatest needs in our community.
- ALICE Fund**
Tackling the root causes of financial instability for individuals and families living paycheck to paycheck.
- 2-1-1 Information and Referral Service**
Free and confidential helpline connecting individuals and families with needed resources.
- Safety Net**
Providing emergency and crisis services and resources when people are the most vulnerable.

VOLUNTEER HAWAII

Provides our community with volunteer opportunities to get involved as an individual, company, or with family and friends.

CREATING A LEGACY

Have you ever thought about leaving a legacy for your family and community that will last forever? There are ways for your giving to live on. Ask your AUW rep for more info.

LEADERSHIP GIVING

Lead the way and be recognized as a "Leadership Giver" in AUW's annual report for donations \$1,000 or more. Through payroll deduction it's just \$20 a week.

Download "Leadership Giving in Your Workplace Guide" at auw.org/campaign.

GIVING SOCIETY

Join an Aloha United Way Giving Society for invitations to special events, volunteer opportunities, networking, and more.



Society of Young Leaders:
Join other young professionals on a mission to serve and make a positive impact on community issues. Ages 21-39. Minimum donation \$120.
@auwsyl



Hawaii Cares:
Volunteer and inspire others by taking the lead on initiatives which create a better Hawaii. Ages 35+.
Minimum donation \$240.
@hawaiicare



Women United®:
Serve with women leaders empowering women to move from poverty and crisis to economic success and security.
Minimum donation \$1,000.
@auwwomenunited



Alexis de Tocqueville Society:
A group of outstanding local philanthropic leaders who are passionate about tackling our island's most serious issues.
Minimum donation \$10,000.

Visit auw.org/our-donors to learn more.