

2018 CAMPAIGN COORDINATOR TOOLKIT



**YOU ARE
HELPING
OTHERS**



**YOU ARE
IMPACTING
LIVES**



**YOU ARE
MAKING A
DIFFERENCE**



Aloha United Way

TALKING POINTS

Mission Statement: Aloha United Way brings resources, organizations and people together to advance the health, education and financial stability of every person in our community.

Aloha United Way has an obligation to help our community become stronger, more resilient, as a result of our work and partnership with nonprofit agencies.

For nearly 100 years, we have been committed to creating positive change in our communities. We have encouraged individuals from all walks of life to join together to create hope and change Hawaii's landscape for the better. We do much more than raise money and distribute it to agencies. Over the past year we have been exploring opportunities to better serve our community alongside a diverse group of partners including business, government, subject matter experts, nonprofit organizations, and families and individuals who live and work in our community.

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 is mission-focused and have the financial capacity to sustain their operation.

DO YOU KNOW ALICE®?

ALICE stands for **A**sset Limited, **I**ncome **C**onstrained, **E**mployed. ALICE are the hardworking people we see every day –cashiers, retail salespeople, waiters and waitresses, janitors, housekeepers, teaching assistants, mechanics, restaurant cooks –who struggle every month to pay for basic expenses like rent, food and transportation. Sometimes all it takes is no income for a few weeks, a health emergency, a sick child or relative, a car repair or increase in rent to fall behind on a credit card, utility bill or rent.

**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 fundraised for almost 100 years to address the greatest needs in our community. Through the past year, Aloha United Way engaged in community dialogue with ALICE, community partners, local and state government and businesses to better understand the challenges of living, working and raising families in Hawaii. Many shared the challenges they face and the hope that they have for something better, which inspired us to think about how we can help ALICE find pathways to a better life. You can help. Your donation can provide hope to ALICE.

ALOHA UNITED WAY PROGRAMS

2-1-1 INFORMATION AND REFERRAL SERVICE

2-1-1 is a free, confidential service offered statewide for people who need help. Last year, 97,675 people received assistance from our 2-1-1 information and referral service helpline and website. 2-1-1 Information Referral Specialists made referrals recommending callers to agencies in our community that help with food, rent, utility payment assistance, public assistance programs, homeless shelters and many other important services offered around the state. Visit www.auw211.org to learn more.

VOLUNTEER HAWAII

Volunteer Hawaii provides our community with volunteer opportunities to get involved as an individual, as a company, or with family and friends. Visit www.volunteerhawaii.org to learn about volunteer opportunities, events, and in-kind needs of Hawaii's nonprofit organizations.

LEADERSHIP GIVING

Leadership Giving is a program that recognizes individuals who make annual gifts of \$1,000 or more. They are leading the way in philanthropy within their company. Encourage your colleagues to reach this level through payroll deduction, at only \$20/week. The generosity of these individuals further helps Aloha United Way to create positive change in our community. Leadership Givers are recognized in Aloha United Way's Annual Report.

TIP: Need a tool for successfully engaging your leaders? Download our Leadership Giving In Your Workplace guide at www.auw.org/campaign.

GIVING SOCIETIES

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

Society of Young Leaders: A remarkable group whose mission is to give, serve and learn to make a collective, positive impact on the most pressing issues in our community. Ages 21-39. Minimum donation \$120.

Hawaii Cares: A volunteer initiative of exceptional professionals that serve to inspire and empower leaders to create a better Hawaii. Ages 35+. Minimum donation \$240.

Women United®: Women United® is a global force of women leaders dedicated to creating a world of opportunity for everyone. Minimum donation \$1,000.

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

WHAT DOES A COORDINATOR DO?

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

BUILDS YOUR BUSINESS: Community involvement helps you reach a broader audience and strengthens client relationships.

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

5 STEPS TO A SUCCESSFUL CAMPAIGN

STEP 1: PLAN

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

Ask your CEO or senior leader:

What is our campaign time frame?

Set a start and end date. Most successful campaigns run two weeks to a month.

What are our campaign goals?

Set a total dollar goal and strive for 100% employee participation.

Who will champion our campaign?

Identify a senior leader to inspire others.

Are there organizational funds we can use for campaign related activities?

Boost your campaign with incentives like corporate matches, special events and prizes.

Communicate campaign goals and time frame to your team.

Encourage senior management to lead by example by making gifts early, increasing their gifts, speaking at campaign events, and endorsing the campaign through their personal communications.

Consider starting a Leadership Giving program (see back page for more details).

STEP 2: PUBLICIZE

Raise awareness about your campaign through email, newsletters and signage.

Kick off your campaign with a rally by inviting employees to learn about Aloha United Way's mission at a special presentation during lunch, breakfast, or a snack break. Ask your CEO to speak along with AUW representatives.

Review the Talking Points on the back page and share with your employees.

FUNDRAISING IDEAS

Special events are a fun way to encourage participation during your Campaign. Here are some ideas:

- Bring Your Pet to Work Day
- Casual Days (pay to wear)
- Holiday Decorating or "Ugly Sweater Contest"
- Penny Wars (compete between departments)
- Pie in the Face or Dunk Tank
- Silent Auction
- Sports Tournament (golf, Knockerball, etc.)
- Ticketed Pau Hana or Luncheon
- Vendor Food Sales

STEP 3: MAKE THE ASK

Distribute pledge forms at campaign kick-off events, staff meetings, through mail, and email.

Ask for pledge forms to be turned in by a specific date.

Inspire others by making your own gift.

Make donating fun by offering incentives like prizes, competitions, food sales, and special events.

Remember that every gift matters! \$10 per month will pay 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	\$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

Consider Dollar A Day



Hawaii Gas' Coordinator Team celebrates with a Halloween themed AUW event.

STEP 4: THANK & CELEBRATE

Say **“THANK YOU”** to your colleagues for their contributions. It’s one of the most rewarding parts of being a campaign coordinator.

Thank donors in creative ways like special events, awards, or incentives.

STEP 5: MEET WITH YOUR AUW REPRESENTATIVE

Contact your AUW representative for help at any time during your campaign.

Meet with your AUW representative at the end of your campaign to turn in your donations.

Remember to review the Pledge Form Checklist and Deposit Sheet Instructions.

Discuss your campaign’s performance and start planning for next year.

RESOURCES

Visit www.auw.org/campaign to download:

- Pledge forms
- Deposit sheets
- Donation checklist
- Instructions for processing donations, brochures, signage, videos and more

CELEBRATE YOUR SUCCESS

Join us at our annual Spirit of Community Awards Celebration, where we honor our Top Campaign Coordinators.



Small Business Coordinator of the Year, AshLee KM Lopes of University of Hawai'i Federal Credit Union.



Michelle Lacuesta and Ken Hashimoto of Servco Pacific Inc., Large Business Coordinators of the Year.

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

SOCIAL MEDIA



[@alohaunitedway](https://twitter.com/alohaunitedway)



[Aloha United Way](https://www.facebook.com/AlohaUnitedWay)



[@alohaunitedway](https://www.instagram.com/alohaunitedway)



[Aloha United Way](https://www.youtube.com/AlohaUnitedWay)