BE A CHAMPION

Visit auw.org/HowToWorkplaceCampaign to learn more
5 STEPS TO A SUCCESSFUL CAMPAIGN

Meet with your AUW representative to establish campaign dates.

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

Set a dollar goal and strive for 100% participation.

Recruit a high-energy team.

Brainstorm creative ways to engage employees.

LEADERSHIP GIVING

“Leadership Donors” make an incredible impact at AUW with annual donations of $1000 or more. Just $20 a week or $120 a month will make you one of our strongest supporters. We’ll recognize your gift in the AUW Annual Report.

FUNDRAISING IDEAS

Boost your campaign with incentives, special events and prizes.

Here are a few ideas to get you started:

- Online or in-person games, contests, and challenges
- Virtual or in-person walk-a-thons, races, cooking contests/demonstrations
- Sell prepared food, cookbooks, lei, or holiday ornaments
- Online or in-person workshops for cooking, yoga, meditation, surfing
- Silent auctions, sporting events, driving range challenges
- Ticketed pau hana events, trivia, or leadership team challenges

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:
Being community-focused elevates you as a community leader with stakeholders, employees, and customers.

STEP 1: PLAN

Ask senior leadership to be champions.

Raise awareness with email, social media, newsletters, posters, and virtual backgrounds.

Communicate campaign goals utilizing the fundraising thermometer. Set clear deadlines with dates.

Kick-off campaign with an AUW in-person or virtual rally.

Share inspiring videos and stories.

STEP 2: PUBLICIZE
A simple “mahalo” goes a long way. Recognition takes many forms. Consider awards, incentives, events. Achieve excellence and work with AUW to amplify your impact. Show/share the AUW Mahalo Video. Start planning for next year!

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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.
Aloha United Way is the most comprehensive and impactful partner for philanthropy in Hawai‘i. We can guide and support your organization’s philanthropic goals based on our extensive network and data channels. We are here year-round to assist with other campaigns, corporate donations and volunteer events as a one-stop agent for change.

### 3 STEPS FOR SUCCESS

1. **Meet your representative early to strategize.**
2. **Ask your representative for suggestions on best practices for your campaign.**
3. **Check in regularly to keep your campaign flourishing.**

### AUW IMPACT AREAS

- **ALICE®** tackles root causes of financial instability for an estimated 59% of Hawai‘i’s households.
- **211**, Hawai‘i’s only comprehensive, statewide community resource information and referral helpline. Free. Confidential. AUW211.org
- **Safety Net** provides basic human needs and support during emergency and crisis situations when people are the most vulnerable. Strives to return households to stability.

### VOLUNTEER

Check out our volunteer portal online for volunteer opportunities for individuals, companies, families and friends. Together, we create change.

- AUW.org/volunteer

Call us today at (808) 543-2208. We are at your service.

### JOIN A GIVING SOCIETY

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

#### ĀNUENUE SOCIETY

Your legacy gift will help struggling Hawai‘i residents create brighter futures for themselves and their families for generations to come. What better legacy could you leave than that?

For more information visit AUW.org/Planned-Giving

#### SOCIETY OF YOUNG LEADERS

Join other young professionals on a mission to serve and make a positive impact on community issues. Target age 21-39. Minimum donation $120. @auwsyl

#### ALOHA UNITED WAY TOCQUEVILLE SOCIETY

Be part of a group of outstanding local philanthropic leaders who are passionate about tackling our island’s most serious issues. Join like minded individuals in this special society. Minimum donation $10,000.

#### ALOHA UNITED WAY WOMEN UNITED®

Serve with female leaders empowering women to move from poverty and crisis to economic success and security. Minimum donation $1,000.

@auwwomenunited

Visit AUW.org/GetInvolved to learn more.