Need some ideas? Look no further!
Here are just some examples of the creative ideas our previous coordinators have come up with.

- **Give Away**
  - a great parking space or a day off

- **Bake Sale**
  - or other foodie events

- **Leadership Car Wash**
  - Staff pay to have leaders wash their cars.

- **Sell Tickets**
  - to an online class or special event

- **Sports Tournament**

- **Eating Contest**

- **Coffee or Wine Tasting**

- **AUW - some grams**
  - Pay to send a kind message to a colleague

- **Office Potluck**
  - or yard sale

- **Create a staff Cookbook**

- **Hold an Online Auction**
  - Ticket

#IMPACTYOURCOMMUNITY

Call (808) 543-2208 • AUW.org
Call 2-1-1 • AUW211.org

United Way
Aloha United Way

200 N. Vineyard Boulevard, Suite 700 Honolulu, HI 96817
The steps listed here will help you understand the benchmarks to create a successful campaign. Go to Aloha United Way Campaign Resources for a comprehensive list.

www.AUW.org/campaign-resources

STEP 1: PLAN
- Meet with an AUW fundraising team member to talk about timing and goals.
- Discuss plans with company leadership and create plans for corporate match and leadership giving challenges.
- Decide between paper or an online campaign.
- Recruit your team, define roles, and outline steps to reach your goal.

STEP 2: PUBLICIZE
- Ask leaders to engage employees and champion the campaign goals and purpose.
- Raise awareness with emails, social media, newsletters, posters, and in-person rallies.
- Communicate campaign goals and why those goals are significant to the organization.
- Utilize tools like fundraising thermometers, shared calendars and messaging systems.
- Plan a kick-off event and rally. Share a video, engage AUW to provide a speaker.
- Communicate how to give.

STEP 3: MOTIVATE
- Whether you are working in-person, remotely, or in a hybrid environment consider games, contests, and events to motivate staff to support and contribute to the campaign.
- Ask team leaders and managers to motivate staff and boost participation with interdepartmental challenges and donation matches.
- Encourage leaders to share why they contribute and why it is personally and professionally important to participate.
- Provide regular updates! Use social media, team meetings, eNewsletters for reminders.

STEP 4: ANALYZE
- Review donations and your giving platforms frequently.
- Utilize pledge form checklists, deposit sheet instructions, and donation tracking tools.
- Record campaign successes and challenges while the campaign is still fresh.
- Decide if the same timing, team, and campaign activities will work next year and record the details.

STEP 5: MAHALO
- Express gratitude to campaign committee members and donors. Like you, they have given their time and resources.
- Give us the opportunity to thank you! Share your updates, campaign information, and photos. We want the community to know how you helped drive positive change.
- Consider recognizing those in your organization who went above and beyond with an award, certificate, or public announcement.

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.