ALOHA UNITED WAY — AT YOUR SERVICE

3 STEPS FOR SUCCESS

1. Meet your representative early to strategize.
3. Check in regularly to keep your campaign flourishing.

ALOHA UNITED WAY IMPACT AREAS

- **ALICE**
  Tackles root causes of financial instability for people working, doing everything they can to make ends meet, yet struggle to get by each month.

- **211**
  Hawaii’s only comprehensive, statewide community information and referral helpline. Free and confidential.

- **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.

- **Community Care**
  Flexible and adaptable fund to invest in partner agencies providing services to address the greatest needs in our community.

VOLUNTEER

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

[AUW.org/Volunteer]

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.

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CREATING A LEGACY

Create a legacy that will extend beyond your lifetime with Aloha United Way. Combine your passion for philanthropy with your overall estate and financial planning goals.

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Ask your Aloha United Way representative for more info or contact Legacy@auw.org.

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]

- **ALOHA UNITED WAY WOMEN UNITED®**
  Serve with women leaders empowering women to move from poverty and crisis to economic success and security. Minimum donation $1,666.
  [@auwwomenunited]

- **ALOHA UNITED WAY TOQUEVILLE 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/GetInvolved to learn more.]
## 5 STEPS TO A SUCCESSFUL CAMPAIGN

### STEP 1: PLAN
Meet your AUW representative to establish campaign dates.

1. Garner support from senior leadership and ask about a corporate match.
2. Set dollar goal and strive for 100% participation.
3. Recruit high-energy team.
4. Brainstorm creative ways to engage employees.

### EVERY GIFT MATTERS
Just $10 a month pays for 300 meals for low-income seniors and families for one year.

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### STEP 2: PUBLICIZE
Ask senior leadership to be champions.
Raise awareness with emails, social media, newsletters and posters.
Communicate campaign goals and dates utilizing fundraising thermometer.
Kick off campaign with a rally.
Share inspiring videos and stories.

### 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 AUW’s annual Spirit of Community Awards.

### STEP 5: WRAP UP
Review pledge form checklist and deposit sheet instructions.
Meet with your AUW representative to turn in your donations.
Debrief about campaign while it’s fresh.

### Start planning for next year.

## RESOURCES
- Pledge forms
- Deposit sheets
- Donation checklist
- Thermometer
- Mahalo poster
- Online resources
- Brochures, signage, videos and more
- Your AUW representative!

Resources available online at AUW.org/Campaign.

## ALLOHA UNITED WAY REPRESENTATIVES

### Emmaly Calibraro
Vice President, Fundraising & Major Gifts
808.543.2204
ecalibraro@auw.org

### Cheol Hee Noh
Director of Major Gifts
808.543.2223
cnoh@auw.org

### Mel Colquitt
Manager, Campaign Operations
808.543.2243
melvin@auw.org

### Mary Rubio
Administrative Assistant
808.543.2281
mrubio@auw.org

### Randi Lau
Manager, Business Development
808.543.2243
rlau@auw.org

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

## 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 dress 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, Knockertball, etc.)
- Ticketed pau hana or food sales

## 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 an industry and community leader with stakeholders, employees, and customers.