

Campaign & Communication Guide



*Tips to
Enhance and
Promote a
Successful
Campaign*

www.HIUW.org

East Hawaii • 142 Kinoole St., Suite A • Hilo, HI 96720-2038 • (808) 935-6393
West Hawaii • P.O. Box 3318 • Kailua-Kona, HI 96745 • (808) 326-7400

Hawaii Island United Way, Inc.

Getting Started

Hawaii Island United Way's (HIUW) Employee Coordinators are the key to a successful workplace campaign. When you serve as a coordinator for your organization's campaign, you are joining hundreds of other committed volunteers on the Big Island. This tool kit is an aid to help you enhance and promote your campaign.

Your Role as a Coordinator

- Promote leadership and direction for the employee campaign within your organization and motivate others.
- Ensure all employees are provided with information and given the opportunity to give.
- Help folks understand that their contribution directly affects their family members, friends, neighbors, co-workers and others in our communities.
- Learn the importance of HIUW by reviewing HIUW materials and visiting our website www.hiuw.org.

Key Messages – When you give, together we...

- Create community solutions that help kids succeed, build strong families, promote health and independence, and strengthen our communities.
- Get results: Committed volunteer members study community needs and resources- goals are set; funding targets programs that generate the most impact.
- Improve lives: HIUW funded programs will touch the lives of two out of three people in our community, at some point in their lives.
- Make a greater difference than any single organization can – HIUW directly Partners with 41 agencies and networks many more on the island.
- Invest donations right here at home.
- Make donations work harder and go farther!
- Provide State-wide programs like **211** and **Volunteer Hawaii**
- Join a world-wide movement to ADVANCE THE COMMON GOOD.

The mission of HIUW is to unite people, organizations and resources to build a healthier community. That's what it means to LIVE UNITED.

Holding a workplace campaign increases employee morale, internal communication and common purpose, and enhances good standing in the community.

Steps to Success

1. Meet with HIUW representatives for information and support
2. Enlist help from your CEO and/or co-workers/team members
3. Set a realistic campaign goal and that encourages participation
4. *Decide on a solicitation style of approaching fellow employees:*
 - a) Group – employees are brought together to hear the message. Use campaign DVD, HIUW speakers, and agency speakers.
 - b) Individual – One on one. Let them know why you give!
 - c) Electronic – Get creative, e-mail, voice mail, newsletters, website
5. Promote your campaign as a short, fun event. (See Fun Campaign Ideas & Special Events)
6. Report Results to HIUW as soon as possible.(See Campaign Checklist)
7. Celebrate & share your success with co-workers/team members!

You may, on occasion, encounter people who object to contributing. Keep in mind that objections are a natural part of the campaign and offer you an opportunity to present more information. Objections are not personal, and they are not directed towards you. They are often based on incorrect information. Please direct any further questions to HIUW or ask them to visit our website: www.hiuw.org. Mahalo!

The mission of HIUW is to unite people, organizations and resources to build a healthier community. That's what it means to LIVE UNITED.

Fun Campaign Ideas

The following ideas can be used to develop understanding about United Way, increase volunteerism, build excitement and reward your campaign team or donors. They make a great addition to, but do not replace employee meetings and the “ask”.

Themes

HIUW’s theme is “LIVE UNITED” and campaign materials reflect this message. You may use this theme or create your own. Weave your theme into your campaign events and materials using the United Way Logo. Tie your theme to your company’s logo, advertising slogan or industry.

Examples of themes might include:

- Football
- Halloween
- Circus
- Sports
- Oktoberfest
- Olympics
- Have a contest to select a theme

Promoting your Campaign

Promote your campaign as a short, fun event that happens once a year. Inform employees of campaign dates and provide them with plenty of information using the following resources:

- Group presentations
- Letters from your CEO
- Posters/Flyers
- E-mail and/or voice mail
- HIUW & Agency Speakers (cal in advance)
- Employee testimonials
- HIUW DVD
- Food and/or clothing drive for agency
- United Way quiz
- Company newsletter articles/ads, or a special company campaign newsletter
- Lunchroom table tents
- Payroll inserts
- Screen savers

Incentives

Utilize incentives to get pledge cards in early or to encourage participation, increase giving or department competitions. Remember, people give when they are educated about the needs and the impact of their gift, but incentives are a fun addition to the campaign. Some suggestions are:

- Angel Day (day off with pay)
- Reserved parking
- Tickets to sporting events
- United Way T-shirts and other merchandise
- Movie/theater passes
- Company T-shirts
- Dinners for two
- Hotel stay giveaways
- Gift certificates
- Company merchandise
- Casual dress day

Campaign Activities

Activities, when accompanied by education and the ask, make the campaign fun event – something to look forward to. Utilize these activities to raise awareness and morale:

- Employee rallies
- United Way recognition day to spotlight employee’s volunteer involvement with HIUW agencies
- Company campaign logo or poster designing contest
- Baby picture guessing game
- Employee picnic
- Halloween costume or pumpkin carving contest
- Bingo/Car Wash/Garage Sale
- Silent/Live auctions

Special events are your opportunity to add a little something extra to the campaign. Not only do they raise extra funding for United Way, but they can be instrumental in team development and great for company spirit! Use this opportunity to further educate your employees about United Way and most importantly, have fun!

Idea Gallery

Host a family event, a carnival or gala, include the whole family. Employees are more likely to attend if it's a family event.

Snack and desert cart. Employees donate items; several carts travel around the building and offer treats at a minimal cost. This adds a new twist to traditional bake sales.

"Fear Factor" Game. Group of employees are challenged to face off in events ranging from eating food blindfolded to picking items out of jars filled with worms.

Create themed gift baskets for Silent Auction. Themes could include chocolate, coffee, book lover, bath, relaxation, sports, photos, crafts, etc. One especially creative basket for a gardening lover could be a wheelbarrow filled with garden tools.

On-line silent auction and subsequent live auction. Employees and vendors donate items.

Jail and Bail. Warrants are issued for the "arrest" of fellow employees and management. Person arresting can determine the amount of bail to get out of jail but must donate the same amount.

Cup sales. Sell cups and give free drinks in the cafeteria for limited time.

Coloring contest. Artists participate in a coloring contest centered around Hawaii Island United Way. Images can be used to create posters and calendars.

In bad taste. Wear your ugliest clothes, jewelry, shoes, hats. Employees vote for the ugliest item, paying \$1 per vote. The person with the most votes is the winner and receives a prize.

Look-A-Like. Employees are encouraged to dress up like famous personalities. Co-workers then pay to vote on the best costume with the contestant with the most votes receiving a prize.

Department penny jar. Employees are encouraged to fill their own departments jar, each penny equaling one point. Opposing departments may then add their coins to their jars that are equal to their value only negative (ex. A dime is MINUS 10 points) The department with the most positive points at the end of the week wins a prize.

Random pledge card prizes. Offer prizes for the fourteenth pledge card turned in, the neatest handwriting on a pledge card. The first card turned in, etc.

Host an International Lunch. Have employees bring ethnic dishes for a potluck. Charge \$5 per plate.

Fifties Fun Fest. Serve ice-cream floats, offer karaoke, hold an Elvis look-a-like contest, play rock-n-roll.

Chili Fest. Employees bring a pot of their favorite chili on the day of the contest. Employees pay a fee to taste and vote for the "Chili King or Queen".

Trash & Treasure. Have folks bring in good items that they no longer want or use to sell at a Treasure Sale. You can pick a theme, books, toys, art, cooking items, etc. All proceeds go toward the campaign goal and folks support recycling.

Shorts/Jeans for the Day. Employees each pay \$1/\$5 to enjoy the opportunity to wear shorts/jeans to work for a day.

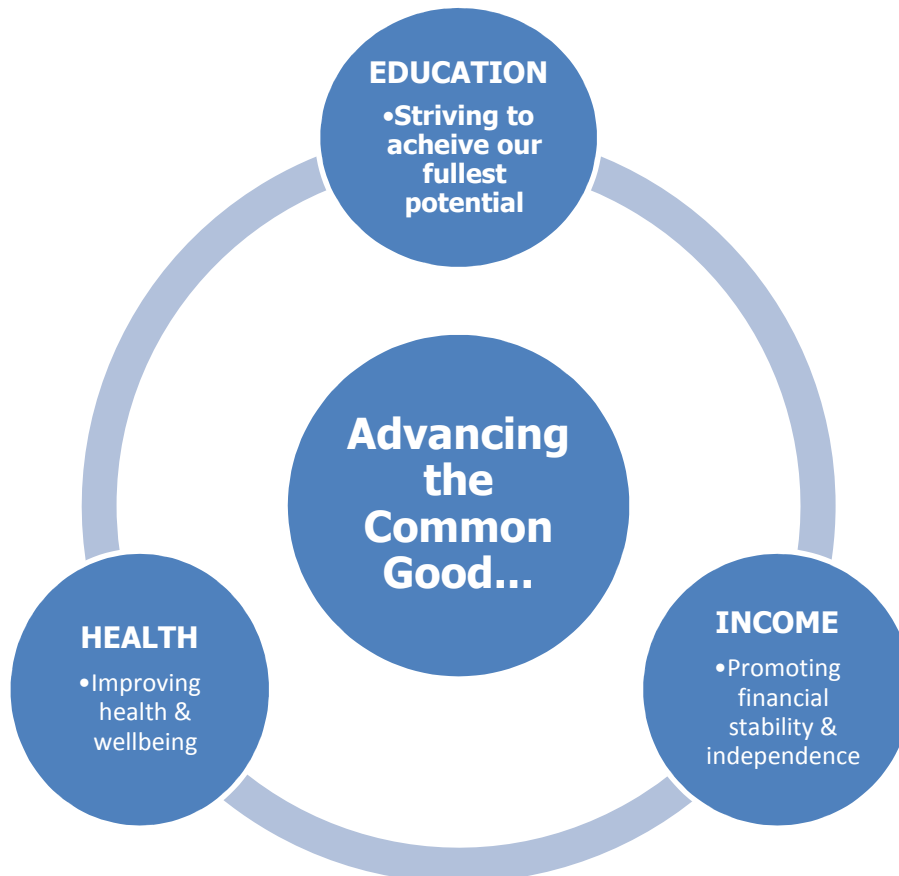
Supplemental Materials

How Does It Work?

1. You contribute to HIUW's Campaign.
2. Trained HIUW volunteers study local programs to determine where the money is needed and where it can do the most good.
3. HIUW combines your gift with the gifts of your friends and colleagues to support needed programs.
4. HIUW – funded programs provide assistance wrapping services around individuals and families.
5. Positive changes begin to occur in people's lives and our community becomes stronger and healthier.

You don't have to decide between helping children, seniors or individuals needing a warm meal and a place to stay. Your gift helps meet all these needs. [HIUW's Community Care Fund](#) wraps services around families and individuals by funding programs addressing all these issues.

Your Investment in the Big Island Community Through Hawaii Island United Way



Reasons to Give to your Hawaii Island United Way:

- The Hawaii Island United Way, the HUI, is still the **community chest**- when you **give to one, you are giving to many!**
- Your gift is more than a donation- **it is an investment in your community.**
- **98% of the dollars raised on the island stays on the island.** 1% goes to the United Way of America and 1% to our Hawaii Statewide Association. That 2% comes back to us 10 fold in program support.
- **100%** tax deductible.
- HIUW is funding **55 programs** developed and delivered by **41 agencies, island wide!** These programs touch the lives of nearly everyone **form the cradle to the rocking chair!** **Listed in the brochure-a valuable resource!**
- All funded programs have a strong component based on **prevention and solution!**
- HIUW is a **collaborative, networking agency with an island wide perspective.** We work with partner agencies and other human service entities to help **identify gaps or overlaps in service - maximizing our resources.**
- HIUW **funds programs** – programs **generate measurable outcomes** for results we can all see.

HIUW posts results of program delivery on our website at www.hiuw.org.

Qualified local volunteers representing all walks of life, spend countless hours reviewing program applications. Applicants are interviewed by another team of volunteers and recommendations made to the Board of Directors. The dollars distributed are based on their findings.

Living united, living aloha, we can accomplish anything!

For detailed information please visit us at

www.HIUW.org

Explanation of Pledge Form, Report Envelope & Sheet

All forms can be accessed at our website, www.HIUW.org

Pledge Form

- **Contact Information**
 - Please print the information and make sure they have completed the contact information including name, mailing address and phone number.
- **Gift** – Payroll deduction is the easiest and most convenient way to give.
 - Explain the importance of giving and reference the fair share giving guide (one hour's pay per month).
 - Other ways to make a gift:
 - Electronic Funds Transfer – attach a voided check & indicate monthly or quarterly withdrawals.
 - Bill to home address – indicate monthly, quarterly, or give specific dates.
 - Cash or Check – payable to Hawaii Island United Way (HIUW).
 - Credit Card – provide card #, expiration date.
 - Authorized Signature – Your signature completes your pledge, give authorization for the payroll deduction and/or the credit card transaction.
- **Form Distribution**
 - White/Original Copy
 - For payroll deductions – goes to company payroll department by December 31st (State – by October 31st).
 - For cash, check, billing, credit card, EFT – goes to HIUW for processing
 - Yellow Copy goes to HIUW.
 - Pink Copy stays with the donor.

Donor Choice Form

- Complete this form only if you wish to be more specific in how your gift is used. Donor Choice form can be accessed at our website, www.hiuw.org
- Please submit with pledge form to the HIUW. Make sure donor has completed and signed.
- Please make sure mailing information is complete.

Report Sheet

- List donor's alphabetically
- Check Donor Designation box if donor choice form is completed.
- An excel version is also available at our website, www.hiuw.org

Just a Reminder Form

Company Information



Along with the firm name, address and phone number, please include total number of people employed at your company.

Report Envelope

Verification

- Please print the name of the Company Coordinator and the contact number (Step #3).
- Please **verify all cash** enclosed in the envelope.

HIUW Pledge Form

 <p>Hawaii Island United Way, Inc. P.O. Box 745 Hilo, HI 96720 (808) 935-6393</p>	<h3>PLEDGE FORM</h3> <p>YES! I WOULD LIKE TO DONATE: \$ <input style="width: 150px; height: 20px;" type="text"/></p>	 <p>www.HIUW.org</p>		
DONOR INFORMATION	PAYMENT OPTIONS			
Name: _____ Address: _____ City/State/Zip: _____ E-mail Address: _____ Phone: () _____ <input type="checkbox"/> Please withhold my name from publication <input type="checkbox"/> Yes! I would like to volunteer with HIUW! <input type="checkbox"/> Yes! Please email me updates. <input type="checkbox"/> Yes! Please send me Planned Giving Information	<input type="checkbox"/> Cash <input type="checkbox"/> Check Check Date: _____ Check #: _____ <input type="checkbox"/> Billing or EFT <input type="checkbox"/> One-time <input type="checkbox"/> Monthly \$ _____ <input type="checkbox"/> Quarterly \$ _____ <i>Please attach voided check if EFT</i> <input type="checkbox"/> Credit Card* (Visa/MC/AMEX/Discover) Account #: _____ Expiration Date: _____ <input type="checkbox"/> One-time <input type="checkbox"/> Monthly \$ _____ <input type="checkbox"/> Quarterly \$ _____ <input type="checkbox"/> Payroll Deduction* Employer: _____ <input type="checkbox"/> Every Pay Period: \$ _____ <input type="checkbox"/> Monthly: \$ _____ <input type="checkbox"/> One-time: \$ _____			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">*SIGNATURE REQUIRED: _____</td> <td style="width: 30%;">DATE: _____</td> </tr> </table>		*SIGNATURE REQUIRED: _____	DATE: _____
*SIGNATURE REQUIRED: _____	DATE: _____			
I would like to designate to the following Agency / Program:				
<input type="checkbox"/> Specific HIUW Partner Agency/Program: \$ _____ \$ _____	<input type="checkbox"/> A 501(c)(3) Non-Profit Agency (Not a HIUW Partner Agency): <small>(Minimum \$50 donation. Admin Fee applies)</small> \$ _____ (Agency) _____	DESIGNATED PLEDGE \$ <input style="width: 50px; height: 20px;" type="text"/>		
No goods or services of more than the nominal value have been given in return for this contribution White - Payroll Dept. or HIUW Yellow- HIUW Pink- Donor Copy				

HIUW Report Sheet



REPORT SHEET



Hawaii Island United Way, Inc.
 142 Kinoole Street, Suite A ~ Hilo, HI
 Phone: (808) 935-6393

www.HawaiiUnitedWay.org

INSTRUCTIONS: Please complete to ensure accurate record keeping.
REPORT SHEET: Please fill out as completely as possible, any questions call the United Way office.
DONOR DESIGNATION FORMS: Please submit with ORIGINAL pre-printed pledge form.
PAYROLL FORMS: ORIGINALS...Please submit to United Way for processing before November 30.
ORIGINALS other than payroll, please submit to the United Way.

* For Office Use Only	
G/L DATE	
CAMPAIGN YEAR	
DIVISION	
BATCH #	

Call the Hawaii Island United Way at (808) 935-6393 if you have questions. Thank You!

COMPANY, ORGANIZATION, OR FIRM	BUSINESS PHONE	EMPLOYEE COUNT	
BUSINESS ADDRESS	CITY	STATE	ZIP CODE

PREPARED BY:

	NAME OF CONTRIBUTOR LAST NAME, FIRST	Check Box	CASH	CHECK	ANNUAL PAYROLL DEDUCTION	UNITED WAY BILLING	CREDIT CARD PLEDGE	ELECTRONIC TRANSFER (EFT)	TOTAL PLEDGE
1									\$0.00
2									\$0.00
3									\$0.00
4									\$0.00
5									\$0.00
6									\$0.00
7									\$0.00
8									\$0.00
9									\$0.00
10									\$0.00
11									\$0.00
12									\$0.00
13									\$0.00
14									\$0.00
15									\$0.00
16									\$0.00
17									\$0.00
18									\$0.00
19									\$0.00
20									\$0.00

TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
EMPLOYEE COUNTS								0

HIUW Report Envelope



HAWAII ISLAND UNITED WAY, INC.

No. 5001

Hilo Office: 142 Kinohi Street, Suite A
P. O. Box 745 Hilo, HI 96721-0745
Phone: (808) 935-6393

Kona Office: P. O. Box 3318
Kailua-Kona, HI 96745-3318
Phone: (808) 326-7400

www.HIUW.org



Instructions:

Cash & Check Pledges
Original Form - Attach with donation
Yellow Copy - Hawaii Island United Way
Pink Copy - Donor's Receipt

Charge, Bill, Electronic Funds Transfer (EFT) Pledges
Originals - Submit with envelope
Yellow Copy - Hawaii Island United Way
Pink Copy - Donor's Receipt
- Be sure all original pledge forms are signed.
- Be sure charge pledge includes expiration date.
- For EFT processing, please attach voided check with original pledge form.

Payroll Deduction Forms

Cash Payroll Originals
- Be sure all payroll forms are signed.
- Submit original payroll forms with this envelope for processing.
- Return all original payroll forms by October 31 to Hawaii Island United Way.

State Payroll Originals
- Be sure all payroll forms are signed.
- Submit original forms with this envelope for payroll processing.
- Return all original payroll forms by October 31 to Hawaii Island United Way.

All Other Payroll Deduction Originals
- Submit original payroll forms to your Human Resources or payroll department for payroll processing before December 31.
- List all payroll donor information alphabetically on report sheet and submit report sheet with envelope.

Report Sheet
- List donors alphabetically.
- List donation amounts for each donor.

Donor Designations
- Please fill out the bottom of the donor card or visit our website for proper forms.
- \$50.00 minimum donor designates to other approved non-HIUW agency.

STEP #1 Team Captain take charge!
TEAM CAPTAIN [] PHONE []

STEP #2 Team Captain deliver to:
[]

STEP #3 "Thank You" for your support!
[] []
Company Coordinator Phone

STEP #4 Call for Pick-up! Be aware of due dates.
Team Captain OR United Way at (808) 935-6393 (Hilo) (808) 326-7400 (Kona)
\$ []
Any cash? Please verify before sealing envelope!

STEP #5 Return to the United Way
[]

IMPORTANT: PLEASE DO NOT DISCARD ENVELOPE! RETURN TO HIUW WHEN COMPLETED. THANK YOU.

HIUW RECEIVED

- Interested in the following?
- Corporate Leader
 - Community Building
 - Corporate Matching
 - Endowment Fund
 - Leadership Giving
 - Planned Giving
 - Special Events
 - Volunteer Opportunities

FOR OFFICE USE ONLY

AUDITED BY: [] AUDIT DATE: []

CORPORATE PLEDGES	
CASH/CHECKS	
CHARGE	
BILLING	
TOTAL	\$ []

EMPLOYEE PLEDGES		# EMP
CASH		
CHECKS		
CHARGE		
BILLING / EFT		
PAYROLL		
TOTAL	\$ []	

FUNDRAISERS / SPECIAL EVENTS	
CASH	
CHECKS	
TOTAL	\$ []

DONOR DESIGNATIONS		# EMP
CASH / CHECKS		
BILLINGS		
PAYROLL		
TOTAL	\$ []	

TOTAL PLEDGES \$ []

For auditing purposes, please return this original envelope, not a copy.



Just A Reminder...

Please help us update our records ...

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: HI Zip: _____

Phone: (808) _____

Fax: (808) _____

E-mail: _____

Total Employee Count: _____

Please fax, e-mail or submit with your report envelope to:

Hawaii Island United Way, Inc.

Fax: (808) 935-2553

**E-mail: hiuwayrine@hawaiiantel.net
hiuwcindy@hawaiiantel.net
hiuwdana@hawaiiantel.net**

**Phone: (808) 935-6393 ext. 221 (Ayrine)
ext. 225 (Cindy)
ext. 226 (Dana)**



Campaign Checklist

- Report Sheet...List all donors and pledge amounts.
- Cash Pledges...Verify cash and check totals with report sheet for accuracy.
- Billing Pledges...Return original signed pledge forms to Hawaii Island United Way.
 - (Billing Pledges include Electronic Funds Transfer, Credit Card Pledges, and Direct Billings.)
- Donor Designation Forms ...Please access Donor Designation form at our website, www.hiuw.org. Please print and attach with pledge form.
- Payroll Pledge Forms ...Verify all payroll forms are signed.
 - For County and State, return original payroll pledge forms to Hawaii Island United Way.
 - *State: Payroll Pledge Forms due: October 31st.*
 - For all others, submit original payroll forms to your payroll department.
- Employee Counts ...Record employee counts on report sheet and report envelope.
- Address Changes ...Fill out "Just A Reminder" form.
- Company Coordinator...Provide the name of the primary coordinator for your company.

Note: If you have any questions, please call Hawaii Island United Way, Inc. (808) 935-6393, ext. 221 (Ayrine) or ext. 225 (Cindy).
E-mail: hiuwayrine@hawaiiantel.net or hiuwcindy@hawaiiantel.net