



Hawai'i Island United Way, Inc.

Campaign Guide 2009 – 2010

Tips for running a successful Campaign



Nurturing Children & Youth



Strengthening Families



Fostering Independence



Responding to Basic Needs

www.HIUW.org

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Live United

With the combined efforts of our local businesses and residents, the Hawai'i Island United Way (HIUW) has been able to continue its mission in *uniting people, organizations and resources in building a healthier community*. By Living United, we are able to build a brighter future for our keiki, enrich the lives of our Kapuna, giving hope to those who are hurting, strengthening families and so much more. Let's **LIVE UNITED**, together we can continue to thrive in advancing the common good!

About Hawai'i Island United Way

- HIUW is a volunteer organization working to fund programs that provide health and human services to our Big Island Community. It is an organization unique in its volunteer review of program services, in which local volunteers make two-year funding recommendations. Each United Way is local and independent, choosing its criteria and priorities to fit the local community. Local United Ways come together through their affiliation with the national trade organization, United Way of America and the United Way Statewide Association of Hawaii (UWSAH)
- Governed by local volunteers devoted to our community, the HIUW Board of Directors is legally and morally responsible for all the activities of the organization. The Board upholds the highest level of integrity and community leadership.
- HIUW is a proven, organized system that continuously evaluates our community's diverse needs.

HIUW, along with its partner agency, Island of Hawaii YMCA, hosts a monthly **HUI** meeting to non-profit organizations stationed on our Island. The **HUI** provides the opportunity for non-profits to come together and discuss the challenges and solutions they are experiencing on our Island.

Topics discussed include HIUW's Community Impact Initiatives:

- Nurturing Children & Youth
- Strengthening Families
- Fostering Independence
- Responding to Basic Needs

Did you know?

- 98% of every dollar raised stays here on the Big Island.
- HIUW helps support 55 programs and 41 partner agencies.

For further information about HIUW, please refer to Supplemental A.



Hawai'i Island United Way, Inc.



The mission of the Hawai'i Island United Way is to unite people, organizations and resources to build a healthier community.

We unite...

People with the simple principle that united we can accomplish more than we can ever do alone. Whether you are giving or receiving, United Way is the only non-profit organization that considers the needs of the entire community, rather than a single cause or agency...

Organizations that supply a network of services with programs that directly impact the daily lives of Hawai'i Island residents. Your donation will ensure that a broad network of health and human service programs remain intact...

Resources that are identified and shared so that real social change happens and lives are improved...

To build a healthier community. United, with support from dedicated volunteers, partner agencies, businesses, community organizations and individuals like yourself, we will build a positive, healthy environment in which we all can live, work, play and raise our families.

What we do...

The Hawaii Island United Way serves and supports the extended 'Ohana of people who live on this beautiful island we all call home. We are a collaborative networking agency, driven by community volunteers. **98% of all dollars raised on our island, stays on our island!** Your tax deductible donations are invested in specific programs, offered by local organizations with excellent track records of service. These vital programs and services touch the lives of nearly everyone on our island, from our keiki to our Kupuna.

Mahalo for you time and attention.

Steps to Success

Employee campaigns at the workplace are often called the “bread and butter” of the annual campaign.

#1. Get Started...

- Learn the importance of HIUW by reviewing HIUW materials and visiting our at website www.hiuw.org
- Meet with HIUW representatives for additional information and support.

#2. Enlist some help...

- Your CEO’s enthusiasm can be contagious. Ask him or her to write a personal letter of support to the employees.
- Ask your CEO to appoint next year’s Employee Campaign Coordinator (ECC) to work with you.
- Recruit a committee representing all the departments in your organization.

Sample Letters

CEO Letter

Dear Fellow Employees:

"Results Matter." In the weeks ahead, you will be hearing this phrase throughout the community – as people join together to help others through United Way.

Health and human care services supported through Hawaii Island United Way (HIUW) help not only the sick, disadvantaged, or people with disabilities, but also families who face unexpected challenges or require professional help to meet basic human needs. Anyone who has visited one of our HIUW agencies can see first-hand and be reassured that his or her pledge is working to provide essential health and human services.

Giving to HIUW is a symbol of your concern for your own needs and those of your friends, neighbors, and fellow employees. By joining so many deserving agencies into one fund raising effort, each contributor is assured that he or she is doing the most good for the greatest number of people.

What really sets HIUW apart, however, is that local volunteers not only raise the money, but through the process, also determine how contributions will be used to the community's best advantage. It is an open, fair, and equitable system, and we can be proud of it! I hope you will take this opportunity to make your pledge. Your gift will make a difference.

Sincerely,

Incentive Request Letter

Dear (Community Relations Manager/Business Manager):

Helping the community takes teamwork. That's why (your company name) is asking for your help. We are currently planning our annual Hawaii Island United Way (HIUW) fundraising campaign. As we do each year, we ask for the help of the socially-responsible businesses, such as yours, to assist in providing fun and exciting incentives to aid the effort. We are requesting a donation of (goods, services), which will be given to special contributors during the campaign.

Your consideration in this important community endeavor is greatly appreciated. Thanks for being a part of what matters.

Sincerely,
(Your Name)

Steps to Success

#3. Analyze Campaign and Set Goals...

Setting a realistic campaign goal can motivate and encourage participation. Talk with last year's ECC. Find out what worked and didn't work during last year's campaign. HIUW is a good resource during campaign analysis and goal setting.

Goal Setting Worksheet

Compute your Giving Potential...

$$\frac{\text{Current Average Gift*}}{\text{Current Average Gift*}} \times \frac{\text{\# of Employees}}{\text{\# of Employees}} = \frac{\text{Total Potential}}{\text{Total Potential}}$$

*Last year's total amount divided by the number of donors last year

or

$$\frac{\text{Average Annual Wage}}{\text{Average Annual Wage}} \times \frac{\text{\# of Employees}}{\text{\# of Employees}} \times \frac{.006 \text{ (1 hour per month)}}{.006 \text{ (1 hour per month)}} = \frac{\text{Total Potential}}{\text{Total Potential}}$$

Set your Goal

- A. Last year's employee amount raised: \$ _____
- B. Percent of Total Potential Achieved: _____ %
- C. Determine Total Potential you want to achieve: \$ _____

This year's Goal (A + C): \$ _____

Steps to Success

#4. Decide on a Solicitation Style...

Decide on the best method of approaching fellow employees: group, individual, or both.

Group Solicitation: Employees are brought together to hear the HIUW message. Use campaign videos, speakers and agency speakers to educate employees about HIUW. You can also download information on our website, www.hiuw.org, to share with fellow employees.

Don't forget to schedule your campaign and book your speakers early!

Sample Meeting Agenda

- CEO welcomes employees and endorses campaign. Labor Representative endorses campaign (if appropriate). **2 minutes**
- United Way and partner agency speaker makes presentation and shows campaign video. **11 minutes**
- Employee who has benefited from HIUW agency speaks. **2 minutes**
- ECC distributes pledge forms, answers any questions and “asks” for the pledge. **3 minutes**
- ECC collects pledge form and *thanks employees*. **2 minutes**

Total: 20 minutes

Did you know?

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

Agency Friendship Starters

Do not refrigerate. If negativity gets in, let it out. If recipe is followed correctly, it is possible for mixture to increase as much as 300% of its original size.

Ingredients

4 friendly Campaign Starters (includes pledge card, HIUW information)

1 Bubbly Campaign Coordinator

1 Grand Prize (reserve until campaign is ended)

Time for the mixture to raise

Lots and lots of friendly co-workers

Directions

Day 1: Give starter to four friendly co-workers, stir gently

Day 2: Add generous helping of encouragement & example; toss in Grand Prize incentive; mix well

Day 3: Blend in four more friendly co-workers

Day 4: Repeat above steps until all co-workers have been added to the mixture

Preparation

Combine all ingredients in large room filled with bright lights, music and refreshments. Make sure every friendly co-worker has been blended into mixture. Add Grand Prize. Agency friendship campaign is ready when everyone had turned in pledge card. By following these simple instructions, it is possible for the HIUW Campaign to increase by as much as 300% as well, just like the Agency Friendship Starters!

It begins with you. Now more than ever.

Steps to Success

#4. Decide on a Solicitation Style...(continued)

Individual Solicitations: This is a one-on-one ask to an employee for a gift.

- Make your introduction and opening comments
- Explain how HIUW works, the agencies we help support, etc.
- Give examples of how your gift will help, try to personalize stories and examples to people you know have been helped. You may also use the campaign video.
- Explain the pledge form.
- Answer questions. If you are unable to a question, please do not hesitate to call our HIUW offices.
- Ask for a gift. Encourage each person to give a payroll gift and to give as generously as possible.
- Say “**Thank you!**”

Both Solicitations: Hold one group meeting or a series of group meetings and use the one-on-one solicitation as a follow-up with those who couldn't attend the group session

You may, on occasion, encounter people who object to contributing to HIUW. 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, and are often based on incorrect information.

Steps to Success

#5. Promote & Conduct 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:

- Schedule a group presentation.
- Make a gift yourself. It is easier to ask others to give when you are giving.
- Use employee newsletters, e-mail and other in-house communication tools.
- Use HIUW posters and brochures to build awareness of the upcoming campaign.
- Use Personalized pledge forms, when possible; to make sure everyone has the opportunity to give.
- Increase employee awareness and interest by creating campaign activities and incentives.

Campaign Activities Fun Campaign Ideas

Activities, when accompanied by education and the ask; make the campaign a fun event—something to look forward to. They make a great addition to, but do not replace, employee meetings and the ask. Utilize these activities to raise awareness and morale:

Themes

HIUW's campaign theme is “*Live United*” and the campaign materials reflect this message. You may change this theme and create your own. Weave your theme into campaign events and materials using the HIUW logo.

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

Did you Know?

A short intensive campaign keeps the momentum and enthusiasm high. A two week campaign has proven to be the most effective.

Campaign Activities Fun Campaign Ideas (Continued)

Incentives

Utilize incentives to get pledge cards in early or to participation, increased 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
- Movie/theater passes
- Company T-Shirt
- Dinners for two
- Hotel stay giveaways
- Gift Certificates
- Company merchandise
- Casual dress days

Volunteer for a Day

For a quick response to your campaign card distribution, we suggest the following tasty recipe.

Ingredients

- 1 enthusiastic Coordinator (the staple of all recipes)
- 1 Mixing Bowl
- Willing volunteer (the coordinator if no one else)
- Company potluck or office party
- Employees already prepared to give

Directions

- You start with at least one person willing to serve as a volunteer for a day for one of their coworkers. Timing is essential!
- Have a potluck or something similar on the day you intend to distribute the campaign cards.
- This recipe calls for a quick baking treat, in other words, avoiding that lengthy time between distributing the cards and individually collecting them in the future after they have had time to "think it over". For this recipe, no thought is necessary. You have prepared everyone with the importance of giving, and your supplying them with the incentive to decide immediately. Everyone who returns their card during the potluck will have his/her card put into the mixing bowl and a winner will be drawn at the end of the activity.

The prize

A volunteer for the day, who will do anything and everything that does not violate state law or some deeply held moral principle. The basic idea here is that many people who give on impulse, and may not have cash or check with them, leaves them the best alternative anyway...the payroll deduction plans! We communicate enthusiasm for deciding to give \$1 or \$2 a paycheck right now, during the pay potluck, and in exchange, they get a shot at having a volunteer. Substitutes allowed. Homemade cakes and pies can provide other incentives for the mini-lottery of fun!

Campaign Activities

Fun Campaign Ideas

(Continued)

Campaign activities give something to look forward to. Utilize these activities to raise awareness and morale:

- Employee rallies
- Company campaign logo or poster design contest
- Baby picture guessing game
- Employee picnic
- Halloween costume party or pumpkin carving contest
- Bingo
- Car Wash
- Garage/Rummage Sale
- Golf Tournament
- Silent/Live auctions
- Ice cream social
- Bento Sale
- Hi-5 Recycling
- Karaoke Contest

Silent Auction

Ingredients

Some variations of item or several different items, whatever the organizing volunteers wish.

- Display them beautifully in a central location.
- Number all the items displayed.
- Provide silent auction lists, and make them available for everyone to bid.
- Establish a time frame through publicity.
- When the deadline arrives, the highest bidder for each item gets to take it home. Hawaii Island United Way receives more donations, and employees have fun participating in silent auction. We used donated Teddy Bears and displayed them in a "Teddy Bear Village" for 10 days during the holiday shopping season. This was the most beautiful Holiday display and lots of fun!

Campaign Activities Fun Campaign Ideas (Continued)

A Shot at the Big Wigs

- “Buy a Big Shot” Auction:** Employees bid to have an executive team member do their job for a morning/afternoon, mow their grass, rake the yard, clean their window, etc.
- In Bad Taste Executive:** Team members wear their ugliest ties, jewelry, shoes or hats. Employees vote on the ugliest item, paying \$1 per vote. The executive with the most votes at the end of the day is declared the winner and may be awarded a prize.
- Look-a-Like Contest:** Employees are encouraged to dress up like famous personalities. Co-workers then pay to vote on the best costume with the contestant receiving the most votes winning a prize.
- Pie in the Face:** Employees vote on members of the executive team they would like to see participating in this event. Prepare whipped cream pies Employees then pay to throw or rub a pie in the winning executive team member’s faces.

Campaign Activities Fun Campaign Ideas (Continued)

Battle of Departments

- Canoe Paddling:** Have each department form their own canoe paddling team. Each team pays a fee for entry with the winning team winning a prize.
- Jail and Bail:** All supervisory staff members are put in “jail.” In order to be released, all employees must turn in their pledge cards.
- Random Pledge Card Prizes:** Offer wacky prizes for the fourteenth pledge card turned in, the neatest handwriting on a pledge card, the first pledge card turned in, etc .
- Kiss the Pig:** Employees vote through contributions to executive labeled piggy banks for the boss who must kiss the pig.
- Tug-of-War:** Have an interdepartmental competition. Each team pays a fee for entry with the winning team winning a prize.
- Multiple Shift ideas:** Something for Everyone—If your company has multiple shifts, have them challenge one another in a competition. Coordinate a kick-off event with speakers at every shift, so no one feels left out.

Campaign Activities Fun Campaign Ideas (Continued)

Special Events: Proceeds to Benefit HIUW

Hosting a Special Event is also a fun way to raise awareness and donations for HIUW. Form a small committee with employee volunteers and begin brainstorming on fun events employees, families, and the general public may attend. When hosting an event, be sure to contact our offices, we will be happy to assist and post your event on our website and newsletter.

- Golf Tournament
- Rummage Sale
- Social Dance
- Big Discount Sale

Did you know?

Hosting an event proves beneficial to your organizations and HIUW. With our combined efforts we will be able to:

- Raise awareness on our community challenges
- Expand our social-network system
- Provide an opportunity to promote your organization, HIUW and partner agencies.

Steps to Success

#6. Report Results

It is very important to get report results to HIUW as soon as possible.

- Make sure all pledge forms are returned and accounted for.
- Forward copies of all payroll deduction forms to your company's payroll department.
- Please provide a summary of your campaign on the HIUW report sheet.
- Cross check all materials are in the packet by using the Checklist provided in the packet.
- Please return packet and any unused materials to HIUW.



Supplemental Materials

Hawai'i Island United Way, Inc.

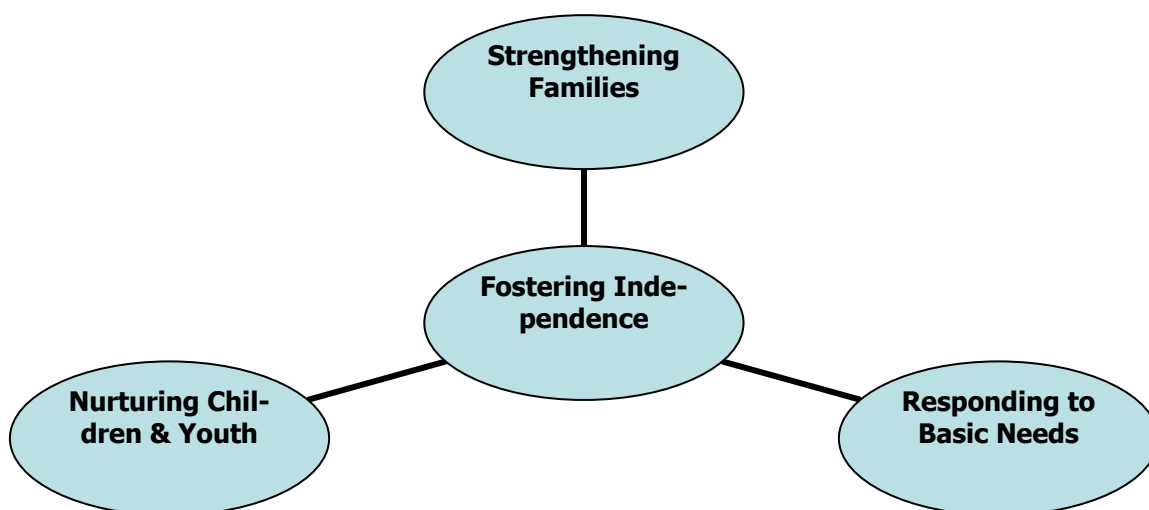
A blue outline map of the Hawaiian Islands is positioned behind the text "Hawai'i Island United Way, Inc.", centered under the word "Hawai'i".

How Does it Work?

- You contribute to HIUW's Community Care Fund.
- Trained HIUW volunteers study local programs to determine where the money is needed and can do the most good.
- HIUW combines your gift with the gifts of your friends and colleagues to support needed programs.
- HIUW – funded programs provide assistance wrapping services around individuals and families.
- 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 2009-2010 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

The mission of the Hawaii Island United Way is

*"To unite people, organizations and resources to
build a healthier*

Explanation of Pledge Form, Report Envelope & Sheet

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.

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.

*see copy of **Pledge Form**

Donor Choice Form

Complete this form only if you wish to be more specific in how your gift is used.

Please submit with pledge form to the HIUW. Make sure donor has completed and signed.

Please make sure mailing information is complete.

*see copy of **Donor Choice Form**

Report Sheet

List donor's alphabetically

Check Donor Designation box if donor choice form is completed.

* see copy of **Report Sheet**

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.

*see copy of **Just a Reminder Form**

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.

*see copy of **Report Envelope**



Hawaii Island

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: _____

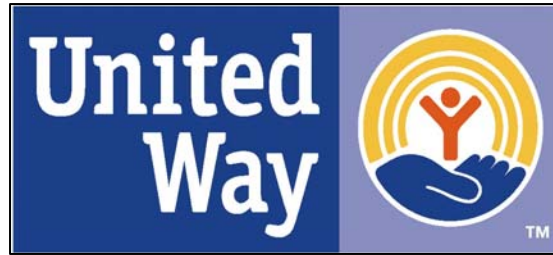
Please fax, e-mail or submit with your report envelope to:

[Hawaii Island United Way, Inc.](#)

Fax: (808) 935-2553

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

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



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 ...Submit donor forms along with report envelope.

■ 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