

**Kathy Murphy, Troy Jarrell,  
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and Derrick Isono**

**Kathy Murphy**, BEd, began her journey with the Hawaii Association for the Education of Young Children (HAEYC) when she was a preschool teacher and has served in several board positions, including president. For the past 10 years, Kathy has been the executive director of HAEYC.

**Troy Jarrell**, BS, is the Affiliate representative and president of HAEYC. Troy works as an early childhood special education teacher for the State of Hawaii Department of Education.

**Shelley Ng**, MS, prepares funding proposals for PACT (Parents And Children Together), a family services agency in Hawaii. She is the vice president of policy and education for HAEYC, and became an advocate for children's quality early learning programs when she promoted the Born Learning public engagement campaign for Aloha United Way.

**Mike Fahey**, MEd, is the president-elect of HAEYC (this will be his second time as president). He is the comprehensive services outreach coordinator for a nonprofit early childhood organization.

**Derrick Isono** is serving his second term as treasurer of HAEYC—his motto is “to excite and delight our membership” while being fiscally responsible. Derrick is a consultant in education and a SMART Technologies certified trainer.

**NAEYC Affiliate Successes**, published in the January, May, and September issues of *Young Children*, shares inspiring projects and strategies that other NAEYC Affiliates might learn from and replicate. If your Affiliate has a project or strategy to share, contact Amy Shillady at [ashillady@naeyc.org](mailto:ashillady@naeyc.org).

This column is available online at [www.naeyc.org/jc/columns](http://www.naeyc.org/jc/columns).

## Innovative Ways to Expand Membership and Outreach

### Hawaii's “Bank on It!” Campaign

**HawaiiAEYC (HAEYC)** noted a dip in its membership in the fall of 2008. Many early education programs no longer paid for their employees' professional memberships, and the high cost of living, coupled with the downturn in the economy, was impacting people's ability to pay membership dues. HAEYC decided to take action.

The HAEYC vice president of membership services wrote the brief article “NAEYC Membership in These Tough Times” ([www.hawaiiikeiki.org/about\\_recent\\_news.php](http://www.hawaiiikeiki.org/about_recent_news.php)). It provides practical yet creative ideas about how people can save their own money for membership. The article appeared in the Hawaii Affiliate's summer 2009 newsletter and was disseminated as part of its Membership Report for the 2009 NAEYC Affiliate Council's annual meeting. HawaiiAEYC posted the article on its resources web page and later shared the tips during a call with other Affiliate leaders across the country. The article was a hit, even drawing the attention of an NAEYC Affiliate Council member at the 2010 Affiliate Council meeting. HawaiiAEYC was inspired to take the idea to the next level.

#### NAEYC grant funds efforts

In July 2010 HAEYC applied for funds through the NAEYC Innovation Grant program, which is the first of a series developed by the NAEYC Affiliate Council and Affiliate and Member Relations Department. The grant program supports NAEYC's Vision 2015 by helping expand and strengthen membership networks and improve NAEYC's out-

reach, engagement, and leadership in the early childhood field. NAEYC awarded the Hawaii Affiliate \$5,000 in August 2010. (Arizona, Oklahoma, Washington, and Wisconsin AEYCs also received Innovation Grants. For more information, members can contact their state Affiliate Council representative or their Affiliate's member relations department.)

HAEYC was on its way. It now had the resources to meet its goal of increasing membership by 5 percent. The funds also supported the Affiliate's work to build new partnerships and strengthen its statewide outreach. HAEYC's vice president for membership services collaborated with the Education and Public Policy Committee, which is made up of members from each Affiliate chapter, and with Hawaii Public Policy Advocates, a local advocacy organization. Together they developed the campaign “NAEYC Membership: Bank on It!”

The premise behind this exciting campaign is simple yet highly effective—piggy banks. To increase the number of new members, HAEYC kicked off the campaign at its Annual Leadership Symposium and Early Childhood Conference in October 2010. HAEYC encouraged everyone who stopped by the membership table to create a membership piggy bank by finding a container for loose change, such as an old jar or an actual piggy bank. HAEYC explained that if educators put a minimum of \$1 in coins into their membership bank every week, they would have \$52 (just \$3 shy of the regular full membership fee) saved for the following year. But it didn't take a full year for HAEYC to meet its membership goal; membership increased by 5 percent in March 2011.

## Outreach to the Hawaii legislature

The Hawaii State Affiliate used a portion of the grant funds to purchase piggy banks for policy makers. On the 2011 opening day of the Hawaii legislature, HAEYC gave a bank to each legislative member, the governor, and the lieutenant governor. Along with the banks, HAEYC gave legislators information about HawaiiAEYC, the importance of supporting high-quality early education through professional development and quality standards, and HAEYC's positions relative to bills the legislature would consider during that session. The Affiliate's overall message was that no matter how small, an investment in early education now will yield huge social and economic returns for Hawaii's future.

The piggy banks sitting on policy makers' desks became visual reminders of HawaiiAEYC's work and the importance of investing in high-quality early education. Each member of the legislature sent a personal thank-you to the Affiliate. More important, legislators contacted HAEYC staff several times during the session for more information about NAEYC's work and policies and position statements. On a more practical note, legislators later asked for suggestions about what to do with their full banks. One legislator used the change to become an NAEYC/HAEYC member!

## HAEYC launches second campaign

HAEYC didn't stop there. Building on its success, it used funding earned through its accreditation facilitation project and donated by private funders to launch the companion campaign, "Early Education and Care: Bank on It!" The purpose was to increase the general public's knowledge about the impact of high-quality early care and education on children's learning and later success in school and life. The campaign emphasized that by investing in education, Hawaii could create more jobs and help ensure long-term economic growth.

The executive director of HAEYC, having worked with the local television station in the past, capitalized on this existing relationship. As a result

## Creating Effective Membership and Public Awareness Campaigns

- Review current membership numbers and factors that may discourage new members from joining. Use the information to target new members and retain existing ones.
- Work together to define goals, desired outcomes, and the best ways to convey campaign messages.
- Build and sustain awareness through visual cues that represent your message and remind others to take actions in order to meet your campaign goals.
- Collaborate with community partners, such as TV and radio stations and other early education organizations.
- Disseminate information at key times and places, such as NAEYC and Affiliate events and university career fairs, to maximize the impact.



of her efforts, for every dollar HAEYC invested, the station gave the association two dollars worth of air time. In collaboration with Majik Media, HAEYC developed four 30-second TV ads about the importance of investing in early education. The ads, which ran at peak viewing times, generated public interest and raised awareness of HAEYC's membership campaign. Legislators and members provided positive feedback. In one member's words, "someone was finally talking about the importance of early care and education."

How Loose Change Opens the World of Learning to Young Children. HAEYC will offer the workshop to early childhood educators and parents at upcoming HAEYC events and during NAEYC's 2012 Week of the Young Child. Participants will receive piggy banks donated by First Hawaiian Bank and be encouraged to put aside \$1 in coins every week to save for NAEYC/HAEYC membership. Additionally, the workshop will provide ideas about incorporating coins from the banks in classroom activities that reinforce young children's math, science, and literacy skills.

## Next steps

Hawaii AEYC plans to use the remaining funds from the NAEYC Innovation Grant to implement a workshop titled

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