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## Copy

Client: Ho'okua'aina  
Re: Marketing –Website Copy – **HOME**

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### Scope of Work

Ho'okua'aina has contracted with Galvin and Associates to create a branding program. This document is copy for the Home page of the website. Word Count 976

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### LOGO

**HO'OKUA'AINA**

### TAGLINE

**Transforming Today's Youth with Ancient Hawaiian Traditions**

### INTRO

Ho'okua'aina is a community group using ancient Hawaiian traditions of kalo (taro) cultivation to engage and improve the lives of today's youth. Join us!

### BUTTONS

**Find a Youth Program | Volunteer | Purchase Poi | Donate**

### MENU

**OUR STORY | OUR PROGRAMS | OUR PARTNERS | JOIN US**

### PANELS - 7 panels with a copy block on each

Ho'okua'aina Defined – 1

#### **Ho'okua'aina**

We mentor youth in the ways of our Hawaiian kupuna, keeping traditional values alive and restoring the 'aina.

Kalo in cultivation – 2

#### **Kalo (taro)**

Young people build a bond with the aina by growing kalo, a beautiful plant that requires hands-on cultivation. Get muddy with us!

#### **Kalo (taro)**

Preparing poi from the kalo plant is a team effort. Our young people learn the value of community. Join us!

Kukuluhou mentoring shots – 2

#### **Our Young People**

Growing kalo is messy work. And it's fun!

#### **Our Young People**

Working side-by-side with other young people teaches teamwork and community.

Volunteers at work – 1

#### **Volunteers Welcome!**

We welcome volunteers every Saturday to our kalo farm near Kailua on Oahu. Help a good cause as learn ancient Hawaiian traditions – and have fun!

Poi Sales – 1



## Enjoy the Bounty of our work: Poi!

Fresh poi tastes wonderful and is highly nutritious. We have limited production – order today!

### OUR MISSION

## Ho'okua'aina: Our Mission

Our mission is to improve the lives of our young people. We use the ancient Hawaiian tradition of kalo (taro) cultivation to teach our kids the values of teamwork, community, and hands-on hard work. In the process, our young people develop an authentic connection to the aina (land) and learn about living sustainable environmental practices.

We hold in high regard the ways of our kupuna and have created the Ho'okua'aina learning center to keep traditions alive for future generations.

### TEXT BOX / VISUALS

## Ho'okua'aina means...

“Kua'aina” means people who actively live the Hawaiian culture and keep the spirit of the land alive. “Ho'okua'aina” is the name Kupuna Earl Kawaa gave us to mean an organization dedicated to keeping the traditions and values of our kupuna alive, by restoring the 'aina to abundance, sharing these traditions with our community, and passing on this ancient knowledge to future generations.

### MUSIC BUTTON

Life In These Islands – Kaukahi

### BUTTONS

**Ho'opili - Connect with Us | Donate**

### TEXT BOXES / VISUALS

**Mo'omeheu Blog | Facebook | Instagram**

### COLOR BAND WITH COPY

## Your Donation

Ho'okua'aina is a 501c3 nonprofit organization (EIN#454-2517616). Donate by credit card or your PayPal account and help us sustain and grow our youth programs!

### BUTTON

**Donate**

### FOOTER

**We grow food. We eat the food we grow. Our youth learn.**