

# CAMPAIGN PLANNING WORKSHEET

## Include Top Management

Your plan for including top management throughout the campaign.

## Get Help

List the people you have or will recruit to help with your campaign.

## Set Goals!

Initial planning date:

Follow-up meeting dates:

Campaign start date:

Campaign end date:

## Campaign Year

20\_\_\_\_ Goals

20\_\_\_\_

20\_\_\_\_

|                          | 20____ | 20____ | 20____ |
|--------------------------|--------|--------|--------|
| Total Dollars Raised     |        |        |        |
| Corporate Gift           |        |        |        |
| Employee Pledges         |        |        |        |
| Special Events           |        |        |        |
| Employee Participation % |        |        |        |
| Number of Donors         |        |        |        |

## Identify Leadership Givers

(donors giving \$500+)

List potential Leadership Givers.

## Identify Potential Emerging Leaders

(young professionals interested in volunteerism)

List potential Emerging Leader names.

## Determine if and how you will have fun with themes and/or special events.

## Promote United Way

List your ideas for communicating the message and keeping people engaged.

## Run the Campaign

Explain how your staff will be given their pledge forms and how they'll be asked to turn them in.

## Track Results

How will you track and report results?

## Thanks and Recognition

How will you thank and recognize donors and committee members?

## Year-Round Engagement

What ideas do you have for year-round promotion of the United Way message?