

CAMPAIGN PLANNING WORKSHEET



1. Your plan for including top management throughout the campaign.			
2. Get help. List the people you have or will recruit to help with your campaign.			
3. Set goals. Set an initial planning meeting date:		Follow-up meetings:	
Campaign Start Date:		Campaign End Date:	

	Last Year	This Year
Total dollars raised		
Corporate gift		
Employee Pledges		
Special Events		
Employee Participation %		
Employee per capita		

4. Identify Pillar Society Members (donors giving \$1,000+)	
5. Identify potential Emerging Leaders (donors who could give \$500)	
6. Determine if and how you will have fun with themes and/or special events.	
7. Promote United Way. List your ideas for communicating the message and keeping people engaged.	
8. Running the Campaign. Explain how associates will be given their pledge forms and how they'll be asked to turn them in.	
9. How will you track and report results?	
10. How will you thank and recognize donors and committee members?	
11. Ideas for year-round promotion of the United Way message.	