

Unite to fuel Change



Greater Twin Cities
United Way

2021 WORKSHEET

PRE-CAMPAIGN

RECRUITMENT AND PLANNING

Members and roles: _____

Campaign start date: _____ Campaign end date: _____

SET CLEAR GOALS

Total pledge last year: _____ This year's total pledge goal: _____

% participation last year: _____ This year's % participation goal: _____

Other goals: _____

PROMOTION AND COMMUNICATION

■ ORDER MATERIALS

■ EMPLOYEE COMMUNICATION

■ CEO/UNION ENDORSEMENT LETTER(S)

■ INTRANET

■ EVENT POSTINGS

■ INTERNAL PROMOTIONS

Notes

DURING CAMPAIGN

CAMPAIGN EVENTS

Campaign kickoff: _____

Volunteer events _____

Project names and volunteers needed: _____

Project dates and locations: _____

Additional Events:

ASK! EDUCATE AND SOLICIT CONTRIBUTIONS

My donor segments (leadership, labor, ERGs): _____

Meeting date(s)/location(s) and presenters: _____

POST-CAMPAIGN

WRAP IT UP AND SAY "THANK YOU"

Campaign close event: _____

Thank you activities and/or events: _____

Remit campaign contributions and results to United Way by: _____

