2021 WORKSHEET

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

CAMPAIGN EVENTS
Campaign kickoff: ____________________________
Volunteer events
Project names and volunteers needed: ____________________________
Project dates and locations: ____________________________

ASK! EDUCATE AND SOLICIT CONTRIBUTIONS
My donor segments (leadership, labor, ERGs): ____________________________
Meeting date(s)/location(s) and presenters: ____________________________

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: ____________________________