



TOGETHER WE THRIVE.
Your gift changes lives.

2019 CAMPAIGN WORKSHEET

PRE-CAMPAIGN

RECRUITMENT AND PLANNING

Members & 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: _____

Additional
events

Volunteer events

Project names & volunteers needed: _____

Project dates & locations: _____

ASK! EDUCATE & 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 & results to United Way by: _____