



**TOGETHER WE THRIVE.**  
Your gift changes lives.

# 2018 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: \_\_\_\_\_

Other goals: \_\_\_\_\_

## PROMOTION AND COMMUNICATION

ORDER MATERIALS

INTRANET

ENDORSEMENT LETTER

EMPLOYEE COMMUNICATION

EVENT POSTINGS

INTERNAL PROMOTIONS

NOTES

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DURING CAMPAIGN

## CAMPAIGN EVENTS

Campaign kickoff: \_\_\_\_\_

### 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 date: \_\_\_\_\_

Thank you activities and/or events: \_\_\_\_\_

\_\_\_\_\_

Remit campaign contributions & results to United Way by: \_\_\_\_\_