

Campaign Worksheet

Get Connected

- United Way of the Columbia-Willamette staff contact name and number:

- Meeting with contact date:

_____/_____/200____

Get Top-Level Management Support

- Who in my company can help get the CEO and management involved?

- Is there someone in management who would enjoy being involved?

Recruit a Team

- What skills do I need my team members to have?

- What departments and/or unions should be represented?

- Who would like to be involved?

- What assistance do I need from my team?

Develop a Campaign Plan

Today's Date

Kickoff Date:

Event/Tours Date(s):

Final Pledge Date:

Wrap Up Date:

Thank Employees Date:

End Date:

Make the Ask

How will I publicize events and activities?

Who will speak at kickoffs or meetings?

How will I publicize progress to employees?

Conduct a Thorough Campaign Wrap-Up

When will I block time to collect forms and complete paperwork?

What date will I report final totals?

How will I report them to employees?

How will I thank everyone?

Last Year's Results

Total dollars raised:
Percent participation:
Average gift:

This Year's Goals

Total dollars:
Percent participation:
Average gift:

Ask Yourself:

How can I increase awareness?

How can I get more people to participate?

How can I increase the average gift?