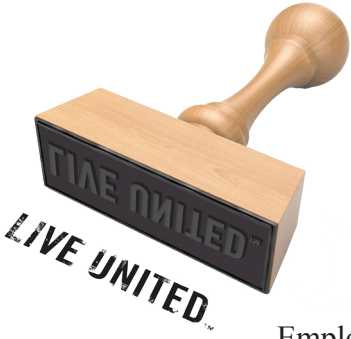


➤ CAMPAIGN PLANNING WORKSHEET

- Your plan** for including top management throughout the campaign.
- Get help.** List the people you have or will recruit to help with your campaign.
- Set goals.** Initial planning meeting date:

	Follow-up meetings: []
Campaign Start Date:	Campaign End Date:



Campaign Start Date:

- Total dollars raised
- Corporate gift
- Employee Pledges
- Special Events
- Employee Participation %
- Employee per capita

	2010	2011
Total dollars raised		
Corporate gift		
Employee Pledges		
Special Events		
Employee Participation %		
Employee per capita		

- Identify Leadership Givers** (donors giving \$1,000 +)
- Determine** if and how you will have fun with themes and/or special events.
- Promote United Way.** List your ideas for communicating the message and keeping people engaged.
- Make the ask.** Explain how associates will be given their pledge forms and how they'll be asked to turn them in.
- How** will you track and report results?
- How** will you thank and recognize donors and committee members?
- Ideas** for year-round promotion of the United Way message.

	2010	2011