

Campaign Worksheet

CAMPAIGN CONNECTIONS:

My United Way Staff contact for the 2011/2012 campaign is:

- Sarah Murphy smurphy@unitedway-bfco.com
- Anne Harding aharding@unitedway-bfco.com
- Kristine Cody kcody@unitedway-bfco.com

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I will make contact with my United Way staff contact by:

 / /2011

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?

CAMPAIGN PLAN:

Today's date: / /2011

Kickoff date: / /2011

Goal for final pledge date: / /2011

Wrap up paperwork date: / /2011

Thank employees date: / /2011

End date to turn pledges into United Way: / /2011

Supplies: # of pledge forms needed: Standard: _____

Custom: _____

MAKE THE ASK:

How will I publicize events or activities?

Who will speak at kickoffs or meetings?

How will I publicize progress to employees?

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 our employees?

How will I thank everyone?

GOALS:

Last year's results:

- Total dollars raised: _____
- Percent participation: _____

This year's goals

- Total dollars: _____
- Percent participation: _____

Ask yourself:

How can I increase awareness?

How can I get more people to participate?

How can I increase the average gift?
