

# CAMPAIGN WORKSHEET

United Way of Douglas & Pope Counties



PRE-CAMPAIGN

## RECRUITMENT AND PLANNING

Member & roles: \_\_\_\_\_

Campaign start date: \_\_\_\_\_ Campaign end date: \_\_\_\_\_

Number of employees: \_\_\_\_\_

## SET CLEAR GOALS

Total pledge last year: \_\_\_\_\_ This year's total pledge goal: \_\_\_\_\_

% Participation last year: \_\_\_\_\_ This year's % participation goal: \_\_\_\_\_

Average gift from last year: \_\_\_\_\_ This year's average gift goal: \_\_\_\_\_

## PROMOTION & COMMUNICATION [www.uwdp.org](http://www.uwdp.org)

- Print materials
- Employee Communication
- CEO Endorsement Letter(s)
- Event Postings
- Internal Promotions
- Volunteer Opportunities

DURING CAMPAIGN

## CAMPAIGN EVENTS

Campaign Kickoff: \_\_\_\_\_ Date: \_\_\_\_\_

### Additional events:

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

## ASK! EDUCATION & SOLICIT CONTRIBUTIONS

United Way Presentation date(s)/location(s) and presenters: \_\_\_\_\_  
\_\_\_\_\_

POST-CAMPAIGN

## WRAP IT UP AND SAY THANKS!

Campaign close event: \_\_\_\_\_

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

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

Please complete this form and return to Maria Haug at [mhaug@uwdp.org](mailto:mhaug@uwdp.org).