CAMPAIGN PLANNING WORKSHEET
Please return to Lindsey Nelson at lindseyn@uwolmsted.org

Include Top Management
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 date: ____________________________
Follow-up meeting dates: ____________________________
Campaign start date: ____________________________
Campaign end date: ____________________________

Campaign History

<table>
<thead>
<tr>
<th>Total Dollars Raised</th>
<th>2018 Goals</th>
<th>2017</th>
<th>2016</th>
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<tbody>
<tr>
<td>Corporate Gift</td>
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<td>Employee Pledges</td>
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<td>Special Events</td>
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<td>Employee Participation %</td>
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<tr>
<td>Number of Donors</td>
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Identify Leadership Givers
(donors giving $500+)
List potential Leadership Givers.

Identify Potential Emerging Leaders
(young professionals interested in volunteerism)
List potential Emerging Leader names.

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.

Run the Campaign
Explain how your staff will be given their pledge forms and how they’ll be asked to turn them in.

Track Results
How will you track and report results?

Thanks and Recognition
How will you thank and recognize donors and committee members?

Year-Round Engagement
What ideas do you have for year-round promotion of the United Way message?