



2019 CAMPAIGN WORKSHEET

CHARITY IS GOOD, CHANGE IS BETTER

PRE-CAMPAIGN
DURING CAMPAIGN
POST-CAMPAIGN

RECRUITMENT & PLANNING

COORDINATORS & ROLES _____

CAMPAIGN START DATE _____ CAMPAIGN END DATE _____

SET CLEAR GOALS

TOTAL PLEDGES LAST YEAR _____ PLEDGE GOAL THIS YEAR _____ PARTICIPATION % GOAL _____

OTHER GOALS _____

PROMOTION & COMMUNICATION

- ORDER MARKETING MATERIALS
- INTRANET/COMPANY WEBSITE
- ENDORSEMENT LETTER
- EVENT POSTINGS
- INTERNAL PROMOTIONS
- EMPLOYEE COMMUNICATIONS

NOTES _____

CAMPAIGN EVENTS

CAMPAIGN KICKOFF _____

VOLUNTEER EVENTS

PROJECT NAMES & VOLUNTEERS NEEDED _____

ASK! EDUCATE & SOLICIT CONTRIBUTORS

DONOR SEGMENTS (LEADERSHIP, ERGS, ETC.) _____

MEETING(S)/DATE(S)/LOCATION(S)/PRESENTER(S) _____

WRAP IT UP & SAY THANK YOU!

PAYROLL CLOSE DATE _____

THANK YOU ACTIVITIES & EVENTS _____

REMIT CAMPAIGN CONTRIBUTIONS & RESULTS TO COMMUNITY SHARES OF MN BY: _____

NOTES _____