



# 2020 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 \_\_\_\_\_