Who should be involved in planning and overseeing our campaign?
__________________________________________________________________________
__________________________________________________________________________

What should be our campaign theme?
__________________________________________________________________________
__________________________________________________________________________

What can we do to make the campaign fun and effective?
__________________________________________________________________________
__________________________________________________________________________

What is currently happening at the company that we can support through the United Way campaign? (tie to other initiatives)
__________________________________________________________________________
__________________________________________________________________________

Are there any issues or problems that we should consider in developing the campaign goal, schedule, etc.?
__________________________________________________________________________
__________________________________________________________________________

What should be our goals – total dollars, 100% ASK, per capita gift, Leadership Giving?
__________________________________________________________________________
__________________________________________________________________________

How can we most effectively communicate about the campaign and educate our employees?
__________________________________________________________________________
__________________________________________________________________________

What incentives can/should we offer?
__________________________________________________________________________
__________________________________________________________________________

Should we plan for any special events? (Kick-off/victory celebration)
__________________________________________________________________________
__________________________________________________________________________
What is our plan for pledge card distribution and collection?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

How do we plan to preserve confidentiality and communicate the plan to our employees?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Can we use tours, agency fairs, speakers or United Way videos? If so, how?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

How do we plan to communicate results to our employees?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

How do we plan to say thank you to our employees – an event, thank you note, incentives?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

How do we promote United Way all year-round and communicate about the impact of employee giving?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Details:

■ Senior Management support letter/message: ________________________________
■ Time frame for campaign: ________________________________
■ Budget: ________________________________
■ Schedule of employee meetings, etc.: ________________________________
■ Other details: ________________________________