

**United Way of Greater Kingsport
Campaign Planning Form**

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: _____

