

# Unite to fuel Change



Greater Twin Cities  
United Way

## 2022 WORKSHEET

PRE-CAMPAIGN

### RECRUITMENT AND PLANNING

Members and roles: \_\_\_\_\_

Campaign start date: \_\_\_\_\_ Campaign end date: \_\_\_\_\_

### SET CLEAR GOALS

Total pledge last year: \_\_\_\_\_ This year's total pledge goal: \_\_\_\_\_

% participation last year: \_\_\_\_\_ This year's % participation goal: \_\_\_\_\_

Other goals: \_\_\_\_\_

### PROMOTION AND COMMUNICATION

■ ORDER MATERIALS

■ INTRANET

■ EMPLOYEE COMMUNICATION

■ EVENT POSTINGS

■ CEO/UNION ENDORSEMENT LETTER(S)

■ INTERNAL PROMOTIONS

### Notes

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DURING CAMPAIGN

### CAMPAIGN EVENTS

Campaign kickoff: \_\_\_\_\_

### Additional Events:

\_\_\_\_\_  
\_\_\_\_\_

### VOLUNTEER EVENTS

Project names and volunteers needed: \_\_\_\_\_

Project dates and locations: \_\_\_\_\_

### ASK! EDUCATE AND SOLICIT CONTRIBUTIONS

My donor segments (leadership, labor, ERGs): \_\_\_\_\_

Meeting date(s)/location(s) and presenters: \_\_\_\_\_

POST-CAMPAIGN

### WRAP IT UP AND SAY "THANK YOU"

Campaign close event: \_\_\_\_\_

Thank you activities and/or events: \_\_\_\_\_

Remit campaign contributions and results to United Way by: \_\_\_\_\_

