

# EMPLOYEE CAMPAIGN COORDINATOR WORKSHOP CAMPAIGN PLANNING WORKSHEET



**COMPANY NAME:** \_\_\_\_\_

**Check all those that apply:**

- I have a committee
- I have a supportive CEO/Manager
- I have experience as an ECC
- We have rallies
- We have special events to help raise money
- I utilize my Loaned Executive to help with my planning
- My pledge cards are personalized

- I know how much we raised last year
  - I have a goal for this year
  - I communicate information to employees throughout the campaign about United Way
  - I communicate our results with our employees after the campaign
- We SAY THANK YOU!**



**About my campaign:**

- \_\_\_\_\_ # employees
- \_\_\_\_\_ # donors
- \_\_\_\_\_ Average Gift per donor



**What I can do to increase our participation:**

- New employee packets
- Incentives for new donors
- Make sure everyone gets a pledge card
- OTHER \_\_\_\_\_

## GOALS

I want to get \_\_\_\_\_  
new donors.

I want to raise \_\_\_\_\_  
more money.

I want to communicate \_\_\_\_\_  
times more than last year.



**I might want to implement some of these great ideas:**

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