



# CAMPAIGN PLANNING WORKSHEET

**Good planning starts with good questions. Your answers will give you a strong base to work from as you plan your campaign.**

Describe your company culture (casual, conservative, etc.)

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How often do you have company-wide meetings? Department meetings?

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What community issues are most important to your company? Consult management to determine your organization's mission statement and other charitable involvement.

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Can you incorporate Mesa United Way into already existing company events and communications?

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Who at management level is supporting you?

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What techniques can you use to target Leadership Givers? How can they be best educated about Leadership Giving?

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What would be the best incentive to use at your company – corporate match, day off, management endorsement? Explain how you can use these techniques.

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How is training managed at your company – formally, informally, classroom setting, using technology?

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How does your company celebrate success? How are final results reported?

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How do you say thank you to all donors?

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