



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.)

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

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

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

Who at management level is supporting you?

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

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

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

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

How do you say thank you to all donors?
