



United Way of Dane County Campaign Planning

As you review the online Campaign Guide and Toolkit at <https://www.unitedwaydanecounty.org/company-campaign-tools>, use this worksheet to capture your plans for this year's United Way of Dane County campaign.

Recruit Your Campaign Team

Find members full of passion, energy and creative ideas. Our team members are:

- Strive for at least 1 team member for every 50 employees
- Utilize Employee Resource Groups to find an ambassador for Lead United, Women United and/or LINC
- Find a champion for Lead United and/or Women United to thank donors and encourage the United Way Step-Up program
- Include different departments and seniority levels
- Request campaign endorsement from CEO and leadership

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Set Your Goals

Work with your team and leadership to set a realistic goal that will inspire participation.

Revenue Goals

Corporate Gift: \$

Employee Giving: \$

Special Events: \$

Total Goal: \$

Donor Goals

of Donors

New Donors

Leadership Donors
(Step-up and
\$1,000+)

Nail Down Logistics

Get started early and set dates for your campaign and events!

Campaign Start Date:

Campaign End Date:

Kickoff Date(s):

Share your completed planning worksheet with your
United Way of Dane County liaison or send to campaign@uwdc.org.

Target Your Audience

Use the space provided to implement new tactics to increase participation and/or average gift.

Tactic 1:

Tactic 2:

Tactic 3:

Plan Your Activities

Engage and educate your audience through fun special events and engagements.

Communicate to Your Employees

Share important information and keep your campaign top of mind! Consider email, social media and print.