

Building Your Campaign Plan Template

My Committee Members (Ask individuals from different departments to champion the campaign in their department)

1 _____

2 _____

3 _____

4 _____

Campaign Goals _____

Start Date _____

End Date _____

WORKPLACE CAMPAIGN COMMUNICATIONS PLAN

What	When	How	Who is Responsible
Promote Your Campaign/Welcome Email			
Schedule Speakers/Internal & External			
Kickoff Event			
Special Events/Fundraising Events			
Why United Way Email			
United Way's Impact Email			
Mid-Campaign Reminder			
Monitor Progress			
Final Reminder			
Gather, Document & Evaluate			
Celebrate & Thank Donors			