

Planning Worksheet

Activity	Target Date	Date Completed
Review and analyze last year's campaign		
Recruit Employee Campaign Committee		
Assign tasks to committee		
Establish your leadership goal, company goal and timetable with your CEO, and Campaign Committee		
Train solicitors		
Request supplies from United Way		
Reserve meeting rooms		
Schedule campaign promotions/publicity		
Plan kickoff/rally, tours, speakers, film		
Send endorsement letter from CEO (and union endorsement letter, where appropriate) to all employees		
Conduct executive solicitation		
Conduct employee solicitation		
Hold committee progress report meeting (s)		
Indicate progress to employees		
Prepare weekly partial/final report for United Way		
Report final results to employees		
Thank employees and campaign committee		
Implement "New Hires Program" and "Retirees Program"		
Conduct campaign critique		

