



LOOKING BACK AND PLANNING AHEAD

United Way of Greater
Richmond & Petersburg

Soon after the conclusion of your United Way workplace campaign, use this worksheet as a foundation to plan for your organization's next campaign. Be sure you are gathering input from your entire campaign committee. Store this sheet somewhere that future campaign committees can easily access for future reference. If you have questions, contact your United Way representative or call (804) 771-5820.

GENERAL CAMPAIGN INFORMATION

- ▷ What were your campaign dates? _____ ▷ Who served in what role? _____
- ▷ Did you have a United Way representative speak at an event or meeting? YES NO
- ▷ Did you offer volunteer opportunities to employees? If so, what were they and how was the experience for your team? _____

- ▷ How was the campaign publicized within your organization? _____

- ▷ From your perspective, in what areas of United Way's work are your team most interested and passionate? _____

- ▷ What suggestions do you have for a smoother, more impactful, and more successful campaign? How can your United Way representative support you? _____

YOUR TEAM

- ▷ Did you have a campaign committee? If so, how many members and what did each person do? _____

EVENTS AND PLEDGES

- ▷ Did you hold a campaign kick off event? YES NO
- ▷ Did you include special events in the campaign? If so, what were they and how much did they raise? _____

- ▷ How were pledge forms distributed? _____
- ▷ How did you ensure everyone across your organization was asked to donate? _____

GOALS SETTING

- ▷ How many employees work for your organization? _____
- ▷ Since the last campaign, has the number of employees increased or decreased? _____
- ▷ How many of last year's donors have moved on from your organization? _____
- ▷ Are operations increasing, decreasing, or staying steady? _____

- ▷ What is the status of your industry? _____
