

# planning my campaign

## Campaign Overview

- ☐ Campaign Duration (Most campaigns last 1-3 weeks): \_\_\_\_\_
- ☐ Tentative Kick-Off Date: \_\_\_\_\_

## Establish Your Campaign Goals

- ☐ Dollar Amount Goal: \$ \_\_\_\_\_
- ☐ Participation Goal (percentage): \_\_\_\_\_ %
- ☐ Response Goal (percentage): \_\_\_\_\_ %

## Budget Planning

- ☐ Available Campaign Budget: \$ \_\_\_\_\_
  - + Food/Refreshments: \$ \_\_\_\_\_
  - + Incentives/Prizes: \$ \_\_\_\_\_
  - + Entertainment: \$ \_\_\_\_\_
  - + Other: \$ \_\_\_\_\_

## Leadership Engagement

- ☐ CEO/Leadership commitment secured? Yes \_\_\_\_\_ No \_\_\_\_\_
- ☐ Leadership solicitation letter prepared? Yes \_\_\_\_\_ No \_\_\_\_\_
- ☐ Leadership speaker confirmed for Kick-Off? Yes \_\_\_\_\_ No \_\_\_\_\_

## Incentives

- ☐ Planned incentives (ex: PTO day, gift cards, swag):
  - + \_\_\_\_\_
  - + \_\_\_\_\_
  - + \_\_\_\_\_
- ☐ ArtsWave complimentary arts tickets requested? Yes \_\_\_\_\_ No \_\_\_\_\_

## Kick-Off Event Planning

- ☐ Kick-Off Date: \_\_\_\_\_
- ☐ Kick-Off Time: \_\_\_\_\_
- ☐ Kick-Off Location: \_\_\_\_\_
- ☐ Kick-Off Elements
  - + ArtsWave Representative/Arts Speaker Yes \_\_\_\_\_ No \_\_\_\_\_
  - + CEO/Leadership Speaker Yes \_\_\_\_\_ No \_\_\_\_\_
  - + Employee Engagement Activity Yes \_\_\_\_\_ No \_\_\_\_\_
  - + Food/Refreshments Yes \_\_\_\_\_ No \_\_\_\_\_
  - + Entertainment/Performance Yes \_\_\_\_\_ No \_\_\_\_\_

## Materials and Resources Checklist

- ☐ Campaign Supply Order Form submitted In Progress \_\_\_\_\_ Complete \_\_\_\_\_
- ☐ Campaign Incentives finalized In Progress \_\_\_\_\_ Complete \_\_\_\_\_
- ☐ Campaign announcement email prepared In Progress \_\_\_\_\_ Complete \_\_\_\_\_

build

engage



# planning my campaign

amplify

## Communication Schedule

| Date | Communication Type (ex.<br>Email/Announcement/Meeting) | Message/Purpose |
|------|--|-----------------|
|      |  |                 |
|      |  |                 |
|      |  |                 |
|      |  |                 |
|      |  |                 |
|      |  |                 |
|      |  |                 |

## Campaign Activities/Events

- ☐ Day 1 (Kick-Off): \_\_\_\_\_
- ☐ Day 2: \_\_\_\_\_
- ☐ Day 3: \_\_\_\_\_
- ☐ Day 4: \_\_\_\_\_
- ☐ Day 5 (Finale): \_\_\_\_\_

# thanks

Plan on expressing appreciation throughout the campaign. Don't forget to share results and milestones company-wide.

## Final Campaign Results

Total Amount Raised: \$ \_\_\_\_\_

Number of Donors: \_\_\_\_\_

Participation Rate: \_\_\_\_\_%

Goal Achievement: Met Goal \_\_\_\_\_ Exceeded Goal \_\_\_\_\_ Progress Made \_\_\_\_\_

## Notes and Reflections for Next Year

What worked well: \_\_\_\_\_

\_\_\_\_\_

What could be improved: \_\_\_\_\_

\_\_\_\_\_

Ideas for next year: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_