

CFC CAMPAIGN PLAN

- As you determine campaign strategies, keep these points in mind:
 - ✓ Ensure strategies are consistent with overall campaign plan and goals
 - ✓ Ensure strategies are consistent with unit plan
 - ✓ Establish a campaign timetable, which will set the pace for your activities. This timetable should include details about important fundraising events and deadlines.

Unit:

Prepared by: (ECM) _____

Approved by: (Your Agency/Unit Director) _____

GOAL:

- Our goal is to raise \$ _____.
- We will endeavor to achieve a _____% participation rate.
- We will endeavor to achieve a _____% of payroll deduction contributions.

CONDUCT OF THE CAMPAIGN:

- We plan to conduct our campaign from _____ to _____.
- We plan to commence pre-campaign publicity
 - ◆ Campaign posters will be displayed on _____ date.
 - ◆ We plan to utilize _____ competitions.
 - ◆ We plan to utilize _____ promotions.
- We plan to have a Group Presentation/Rally event on _____ at _____ (location).
- Each donor who wishes to contribute will turn in a pledge card
 - At the conclusion of the presentations
 - ECM will pick up pledge cards by _____ days after the presentation.
- We plan to have speakers at the event:
 - A Charity Speaker
 - An active employee giving a testimonial
 - Agency DirectorSpeaker's Name: _____ Charity: _____
Date Confirmed: _____

RECOGNITION:

- How, when, and who will present these items? (Consider the possibility of recognizing donors contributing \$500 or more by giving them their awards during a staff meeting or function).

REPORTS:

- Our first Report Envelope turn-in will be _____ (date).
- Our turn-in day is _____ at _____ (time).
- Our Final turn-in will be _____ (date).