

# 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).