



Worksheet to Identify Areas of Success and Opportunities

Results

What was your goal? Did you achieve it?

What percent of total dollars came from pledges and donations?

What percent of total dollars came from special events?

What was the overall participation rate and average gift?

What was the decision rate?

How long did the campaign run?

Was there a retiree campaign? If so, what were the results?

Leadership and Major Individual Giving

How many gave gifts of \$1-\$1199? What was the total dollar value?

How many gave gifts of \$1,200 or more? What was the total dollar value?

How many gave gifts of \$10,000 or more? What was the total dollar value?

Support

What role did management play in the campaign?

What role did labour play in the campaign?

Were committee members overwhelmed or under-utilized?

Awareness

Was there a coordinated communications plan to build awareness about United Way and your campaign? Was it effective?

Are employees aware of what United Way does in the community? Were United Way resources used effectively?

Was there a corporate match program? If so, was it promoted? Did it enhance employee giving?

Was there a kick-off and a wrap-up? Were they effective?

Were there incentives offered for pledge giving? For early return of pledges (earlybird prize)?

Opportunities & Risks

What priorities or opportunities will grow the Campaign this year?

What do you see as the most pressing challenge the Campaign will face?
