



Develop a Campaign Plan
Today's date:
Kickoff date:
Leadership event date:
Leadership event Description
Event/tours date(s):
Request speaker(s):
Final pledge date:
Corporate Cornerstone Gift and/or Match Agreement forms:
Wrap-up paperwork date:
Thank employees date:
End date:

Notes:

Make the Ask

- How will I publicize events and activities?
- Who will speak at kickoffs or meetings?
- How will I publicize our CEO's support?
- Which team members can help me?
- What kind of Leadership Campaign can I run?
- Order supplies based on employee numbers:
- Who will make "The Ask" and how?
- Can we ask again?
- How will I publicize progress to employees?
- Conduct a thorough campaign wrap-up
- When will I block time to collect forms and complete paperwork?
- What date will I report final totals?
- How will I report them to employees?
- How will I thank everyone?**
