

GIVING CAMPAIGN PLANNER

CAMPAIGN DATES:

Kick-Off Event

Time: _____

Date: _____

Webinar Information: _____

Suggested Agenda:

Notes:

Account Contacts

Campaign Events and Strategies

(continued on next page)

Communications

Incentives

Pledge Site

- ePledge
- eWay
- MobileCause
- Other: _____

Goals and Campaign Tracking

Campaign Review