



United Way
of Greater Nashville

UNITED WAY OF GREATER NASHVILLE GIVING CAMPAIGN PLANNER

CAMPAIGN DATES:

Kick-off Event

Time: _____

Date: _____

Account Contacts: _____

Suggested Agenda:

Notes:

Account Contacts

Campaign Events and Strategies

(continued on next page)



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Communications

Incentives

Pledge Site

- ePledge
- MobileCause
- Other:

Goals and Campaign Tracking

Campaign Review