



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)

Communications

Incentives

Pledge Site

- ePledge
- MobileCause
- Other:

Goals and Campaign Tracking

Campaign Review