

ORGANIZATION CAMPAIGN PLAN

Organization: _____

Campaign Coordinator(s): _____

UW Staff Support: _____

Last Year Results: _____

This Year Internal Goal: _____

Last Year Participation: _____ Last Year Participation %: _____

This Year Participation Goal: _____

Last Year Leadership Donors: _____ This Year Leadership Donors Goal: _____

CRITICAL CAMPAIGN ELEMENTS PLAN

Identify your top 3 elements to work on IMPROVING this year:

1. _____
2. _____
3. _____

Identify your top 3 elements you wish to ADD this year:

1. _____
2. _____
3. _____

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