

LIVE UNITED™



United Way
of Brazoria County

Now that your 2010 United Way Campaign has drawn to a close, there is only one last task you should complete to ensure the ongoing success of your company's future United Way campaigns. Together with the Employee Campaign Co-coordinator, reflect back on this year's campaign. What elements worked out well for your team? Which did not? Were your campaign goals achieved? Is there anything about the campaign you would do differently?

Co-Coordinator's Post-Campaign Reflection Worksheet

2010 Campaign Results:

Answers:

of Contributors: _____
Total # of Employees: _____
Total Employee Gift: _____
Participation Percentage*: _____
Average Gift Amount**: _____
of Leadership Givers: _____

Suggestions for Next Year:

Notes:

Increase Participation? _____
Increase Average Gift? _____
Increase # of Leadership Givers? _____
Increase Overall Gift? _____

Questions to keep in mind:

What elements of the campaign did employees enjoy most?

What elements of the campaign were troublesome?

Could next year's campaign benefit from a year-round program?

To what incentive did employees respond the best?

*Participation Percentage is calculated by dividing the "# of Contributors" by the "Total # of Employees".

**Average Gift Amount is calculated by dividing "Total Employee Gift" by the "Total # of Employees".