Donor Experience 101

Campaign Planning Sheet

1. What is the most serious issue/need your organization is currently addressing?
2. How will the money raised during the End of Year Campaign be used to tackle that issue/need?

The answers to these first two questions should guide your answers to the questions below.

1. What is the overall story of your campaign?
2. What current events can you include in the story to show that your issue/need is timely?
3. Is there an individual whose story you can share with potential donors to illustrate the issue/need?
4. What is your campaign theme?
5. What are related subject lines you can use for campaign emails?
6. What is your campaign title?