



**United Way**  
Thunder Bay

# Worksheet to Identify Areas of Success and Opportunities

## Results

What was your goal? Did you achieve it?

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What percent of total dollars came from pledges and donations?

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What percent of total dollars came from special events?

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What was the overall participation rate and average gift?

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Was there a retiree campaign? If so, what were the results?

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How long did the campaign run?

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Was there a GenNext campaign? If so, what were the results?

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## Leadership and Major Individual Giving

How many gave gifts of \$1,200-\$1,999? What was the total dollar value?

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How many gave gifts of \$2,000 or more? What was the total dollar value?

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How many gave gifts of \$10,000 or more? What was the total dollar value?

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## Support

What role did management play in the campaign?

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What role did labour play in the campaign?

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Were committee members overwhelmed or under-utilized?

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## Awareness

Was there a coordinated communications plan to build awareness about United Way and your campaign? Was it effective?

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Are employees aware of what United Way does in the community? See the campaign video? Were available United Way resources used effectively?

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Was there a corporate match program? If so, was it promoted? Did it enhance employee giving?

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Was there a kick-off and a wrap-up? Were they effective?

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Were there incentives offered for pledge form giving? For early return of pledges (earlybird prize)?

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