

Campaign Action Planning Worksheet

Campaign Name: _____

Start Date: _____ End Date: _____

week	Prospect Research 1-2 hours	Donor Cultivation Daily: email, social media 2x week: phone, notes 2x month: in person 1x month: group contact	Donor Solicitation min 2x month: ask Select strategies: mail, in-person, event, etc.	Stewardship Daily: calls, receipts, online 2x week: phone, notes 2x month: in person 1x month: group contact	Planning 1x month: update tracking and plans	Other Events, marketing, etc.
1						
2						
3						
4						