

Campaign Analysis Worksheet

What was our goal last year, and did we meet it?

How did the funds raised last year help us this year?

Who contributed to our campaign last year?

How many donors did we retain into the new year?

What went well with our marketing strategy last year?

What could be improved?

How can we better engage our donors in advance of our upcoming end-of-year campaign?



How did our donors respond to social media posts/text messages/direct mail/emails about last year's campaign?

How were last year's responsibilities split up amongst our team?

What needs to change this year?