

CAMPAIGN GOAL SETTING WORKSHEET

A clear goal creates excitement and adds a sense of urgency to your campaign. There are several ways to set a goal that is challenging, yet attainable.

Employee Giving Potential

	a is based on your compa oyee gave one hour's pay			ch i	s the amount that could
First, determine the	eir employee potential:				
Their Annual F	Payroll		\$		
Multiply by .006			×	.00	6
(Giving potential is	mpany's Potential what would be raised if each e hour's pay per month.)	•••••	=\$		
Second, determine	last year's results:				
Last year they	raised	•••••	\$		
Divide by their	r potential (determined a	bov	e)÷\$		
			=		
Multiply b	y 100		×	100)
Equals their potential achieved					%
•	o Increase Giving spects of your campaign	to o	letermine potential.		
New Donors:			\$ Average gift		
Increased Pledges:	Number of givers	Χ	\$	=	\$
Leadership Givers:	Number of new Lead United Members	Χ	\$1,000	=	\$ Campaign increase
	Total po	tent	ial campaign increase	=	\$

Tracking Your Goals

	Previous Campaign	This Year's Goal
Corporate gift +	\$	\$
Employee gift +	\$	\$
Special events +	\$	\$
Total gift =	\$	\$
Number of employees		
Number of givers		
Percent of participation	%	%
Average gift per giver	\$	\$
Average gift per employee	\$	\$
Employee campaign potential	\$	\$
Percent of potential achieved	%	%
# of Tocqueville Society members (\$10,000+)		
# of Lead United members (\$1,000+)		