



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.

This simple formula is based on your company's employee potential, which is the amount that could be raised if each employee gave one hour's pay per month for a year.

Equals the Company's Potential = \$ _____
(Giving potential is what would be raised if each
employee gave one hour's pay per month.)

Equals their potential achieved %

Look at individual aspects of your campaign to determine potential.

Total potential 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+)			