UNITED WAY of the Plains

CAMPAIGN GOAL SETTING WORKSHEET

Every successful campaign starts with a clear goal. Setting a goal creates excitement, builds momentum, and gives your team something to celebrate.

Employee Giving Potential

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.

First, determine their employee potential:

Their Annual Payroll..... $ _____

Multiply by .006 x .006

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

Second, determine last year's results:

Last year they raised..... $ _____

Divide by their potential (determined above)..... ÷ $ _____

= _____

Multiply by 100 x 100

Equals their potential achieved ..... _____%

Possible Ways to Increase Giving

Look at individual aspects of your campaign to determine potential.

New Donors: _____ (Number of new donors) X $ _____ (Average gift) = $ _____ (Campaign increase)

Increased Pledges: _____ (Number of givers) X $ _____ (Average increased gift) = $ _____ (Campaign increase)

Leadership Givers: _____ (Number of new Lead United Members) X $1,000 = $ _____ (Campaign increase)

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+)			