SETTING CAMPAIGN GOALS

A clear goal will create excitement and add a sense of urgency to your campaign. There are several ways to set goals that are challenging, yet attainable.

Determine 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 Givers:	_____	X	$_____	=	$ _____
	Number of new givers		Average gift		Campaign increase
Increased Pledges:	_____	X	$_____	=	$ _____
	Number of givers		Average increased gift		Campaign increase
Leadership Givers:	_____	X	$1,000	=	$ _____
	Number of new leadership givers				Campaign increase
Affinity Group Members:	_____	X	$1,000	=	$ _____
	Number of new Women United® members				Campaign increase
	_____	X	$120	=	$ _____
	Number of new Young Leaders United members				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 donors ($10,000+)			
# of leadership givers ($1,000+)			
# of Young Leaders United members *Members are in the 20s and 30s and donate a minimum of $120 annually.*			
# of Women United® members ($1,000+)			