

Setting Your Campaign Goal

Before you get started setting your goals review your company's campaign history with your United Way campaign representative. This will help you identify what will work best for your company. There are many options to setting campaign goals.

Here are a few options:

Option #1:

- **Increase Participation**

Increased # Donors _____ X Average Gift _____ = Goal _____
(Consider increasing participation level to highest in recent history)

Option #2:

- **Increase Average Gift**

Increased average gift _____ X # Donors _____ = Goal _____
(Consider increasing average gift to highest in recent history)

Option #3:

- **Increase Both Participation and Average Gift**

Increased # Donors _____ X Increased Average Gift _____ = Goal _____

Option #4:

- **Increase Tocqueville (\$10,000) and Leadership Giving (\$1,000 to \$9,999)**

Increased # of Leadership Givers _____ X Average Leadership Gift _____

| <u>CALCULATION</u> | <u>FORMULA</u> |
|--------------------------|--|
| Participation Percentage | # of Givers Divided By # of Employees |
| Average gift | Total \$ raised Divided By # of Givers |
| Per Capita | Total \$ Raised Divided By # of Employees |
| Employee Potential | Total # of Employees x Average Salary x .006 |