

SETTING YOUR CAMPAING GOALS

There are many things to consider and several methods you can use when setting you campaign goals. Review your company's giving history with your CEO, campaign committee, and United Way staff. Consider the following information in your analysis:

- Total dollars raised
- Number of donors (Participation)*
- Number of Leadership donors (\$300 or more)
- Average gift** or per capita gift***
- Number of donors using payroll deduction

You also will need to identify any company changes that may affect campaign results, such as company re-organization or a change in the number of employees. Based on your analysis, you should be able to identify both strengths and opportunities for improvement for you employee campaign. Finally, you will be ready to set specific goals and identify key strategies that will enable you to reach those goals.

$$\text{* Percent Participation} = \frac{\text{\# of donors}}{\text{Total \# of employees}}$$

$$\text{**Average Gift} = \frac{\text{Total \$ raised}}{\text{\# of donors}}$$

$$\text{***Per Capita Gift} = \frac{\text{Total \$ raised}}{\text{Total \# of employees}}$$

Compute your giving potential by:
 Current Average Gift X # of employees = Total Potential

| | 2009 Result | 2010 Goal |
|------------------------|-------------|-----------|
| Percent Participation | | |
| Average Gift | | |
| Per Capita Gift | | |
| # of Leadership Donors | | |
| Total Dollars Raised | | |

GOAL: 100% EDUCATION Ensure that everyone knows how United Way of Coastal Carolina works to make this a better community for all of us.

GOAL: LEADERSHIP GIVING Establish a goal for Leadership Giving, and then incorporate it into your overall goal. Leadership Giving begins at \$300 a year, or just \$5.77 a week.

GOAL: 100% PLEDGE CARD COLLECTION This ensures everyone has considered a gift and made their decision. IT DOES NOT MEAN THEY ARE FORCED TO GIVE.