

DISCOVERING POTENTIAL & SETTING GOALS

Setting clear goals provides a firm foundation for a successful campaign and can motivate and unite employees in the campaign effort.

Analyzing previous year's results and setting goals are essential to increasing your organization's support to the community. When identifying potential for growth, remember to consider changes in your company over the last year such as number of employees, major acquisitions, or restructuring.

Look to your United Way representative for help in setting the goals and ways to achieve these goals.

STEP ONE – Review Past Performance

Your United Way representative can provide you with information on your company's campaign history.

2011 Campaign Results & Statistics:

Employee Giving Total _____
Leadership Dollars _____
of Employees _____
of Contributors _____
of Leadership Circle donors _____
Employee Participation Rate _____
(contributors/employees)
Average Employee Gift _____

STEP TWO – Identify Campaign Goals

Total number of current employees at your organization _____

Increase participation by identifying new contributors (average new gift = \$150)

$$\$150 \times \text{_____} (\# \text{ of new donors}) = \$\text{_____} +$$

Increase average gifts of current non-leadership donors by \$_____ (per donor)

$$\$\text{_____} (\text{increase in average gift}) \times \text{_____} (\# \text{ of donors}) = \$\text{_____} +$$

Identify potential *Leadership Circle* pledges (gifts of \$1,000 or more)

$$\$1,000 \times \text{_____} (\# \text{ of new donors}) = \$\text{_____} +$$

2012 Employee Campaign Total (maintain all employee giving) \$_____ =

2012 Employee Campaign Goal \$_____

STEP THREE – Develop Your Campaign Strategy

The best practices shared in this guide and your United Way representative can help you determine strategies to meet your objectives.