

# SET A CHALLENGING YET ATTAINABLE GOAL



LIVE UNITED

## Last Year's Campaign DATA

Employee giving total:

Leadership giving (\$500+ annually):

# of Employees

# of Donors

# of Leadership  
Givers

**Employee Participation** (total # of  
donors divided by total # of employees)

Previous 3-year giving totals:

2 yrs ago (2Y):

3 yrs ago (3Y):

4 yrs ago (4Y):

Difference year-to-year:

4Y to 3Y %

3Y to 2Y %

## IDENTIFY POTENTIAL

Average gift \$ x # of new donors =  
TOTAL increased participation:

# of new Leadership Givers X \$500 =  
TOTAL leadership increase:

## IDENTIFY GROWTH

Does your company offer a corporate match for employee donations? If so, what are the guidelines? Does your company offer **sponsorships, grants or other corporate gifts**? You may want to consider these types of questions when working to increase corporate support.

## CALCULATE YOUR NEW CAMPAIGN GOAL

**Last Year's Total Employee Giving**

- + Potential growth based on new donors
- + Potential growth based on new Leadership Givers
- + Potential company gifts

**TOTAL**