

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