

Campaign Goal Setting Worksheet

Based on last year's Campaign:

_____ Number of employees
_____ Average gift
_____ % Employee participation
\$ _____ Employee donations (excluding special events)
_____ % increase over prior year

If we **increase the average gift** to \$ _____ while keeping the % participation the same, we would raise \$ _____ dollars.

If we **increase the number of donors** to _____ while keeping the average gift the same, we would raise \$ _____ dollars.

If we **increase the average gift** to \$ _____ and increase the number of donors to _____, we would raise \$ _____ dollars.

This Year's Goal Recommendation:

_____ Number of employees
_____ Average gift
_____ % Employee participation
\$ _____ Employee donations (excluding special events)
_____ % increase over prior year

Our top 3 strategies to implement are:

- 1.
- 2.
- 3.