



SETTING YOUR CAMPAIGN GOALS

There are many things to consider and several methods you can use when setting your 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 (\$1,000 or more)
- Average gift or per capita gift **
- Number of donors using payroll deduction

You will also 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 your employee campaign. Finally, you will be ready to set specific goals and identify key strategies that will enable you to reach those goals.

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

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

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

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

	Last Year’s Result	This Year’s Goal
% Participation		
Average Gift		
Per Capita Gift		
# Leadership Donors		
Total \$ Raised		

GOALS

100% EDUCATION

Ensure that everyone knows how United Way of Chester County works to make this a better community for all of us.

LEADERSHIP GIVING

Establish a goal for Leadership Giving, and then incorporate it into your overall goal. Leadership Giving begins at \$1,000 a year, or just \$19.24 a week.

100% ASK

This ensures that everyone has been given an opportunity to give, and has considered a gift to United Way of Chester County. United Way of Chester County supports a strong non-coercion policy in our fundraising efforts.