

Campaign Goal Setting Worksheet

Based On 2014 Campaign:

Number of Employees:		Average Gift:	\$
Number of Donors:		Total Employee Donation: <i>(Excludes special events)</i>	\$
% Employee Participation	%	% Changed From 2013:	%

- A. If we increase the **AVERAGE GIFT** to \$_____ while keeping the number of donors the same, we would raise \$_____ dollars.
- B. If we increase the **NUMBER OF DONORS** to _____ while keeping the average gift the same, we would raise \$_____ dollars.
- C. If we increase the **AVERAGE GIFT** to \$_____ **AND** increase the **NUMBER OF DONORS** to _____, we would raise \$_____ dollars.

My Goals This Year Will Be:

Number of Employees: _____

Number of Donors: _____

% Employee Participation: _____

Average Gift: _____

Total Employee Donation: _____
(Excludes special events)

**For your 2014 campaign details, please contact your Relationship Manager at 815-968-5400.*