



**United Way Capital Area  
Workplace Giving Campaign 2011**



**GOAL SETTING IN THREE EASY STEPS**

When goal setting, it is helpful to look at previous years' results, find trends and identify areas for potential growth. Here are three steps to make this process easier:

**1. Assess the 2010 Campaign Data**

Previous Year Campaign Results \$ \_\_\_\_\_

Employee Giving Total \$ \_\_\_\_\_

Leadership Giving Total (\$1,000+ annually) \$ \_\_\_\_\_

# of Employees \_\_\_\_\_

# of Donors \_\_\_\_\_

# Leadership Givers \_\_\_\_\_

Employee Participation  
(total # of donors divided by total # of employees) \_\_\_\_\_

Employee Average Gift  
(total # of donors divided by total employee giving amount) \$ \_\_\_\_\_

Calculate the difference between each year's total giving and the company's overall giving trend:

Previous three year giving totals: 2008: \$ \_\_\_\_\_ 2009: \$ \_\_\_\_\_ 2010: \$ \_\_\_\_\_

Difference year to year: 2008 to 2009 % \_\_\_\_\_ 2009 to 2010 % \_\_\_\_\_

## 2. **Identify Potential Growth Opportunities in Employee Giving**

Increasing participation

Average gift \$ \_\_\_\_\_ x \_\_\_\_\_ # of new donors = \$ \_\_\_\_\_

Growing leadership giving (gifts of \$1,000+ annually)

\$1,000 x \_\_\_\_\_ # of new leadership giving level donors = \$ \_\_\_\_\_

Total Potential Growth for Employee Giving \$ \_\_\_\_\_

## 3. **Identify Potential Growth in Corporate Giving**

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 for United Way Capital Area.

### **Finally, Calculate Your 2011 Goal**

Add the Potential Employee Giving (2010 Total + Any of Potential Growth Areas)

\_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_

with any Potential Corporate Gift \$ \_\_\_\_\_

added to Potential Campaign Special Event Monies \$ \_\_\_\_\_

**for an estimated Total Campaign Goal = \$ \_\_\_\_\_**

United Way  
Capital Area



ROOTED IN  
CENTRAL TEXAS