

Setting Your Campaign Goal



United Way
of Monroe County

- Calculate your giving potential using
 - your organizations average annual wage or
 - your current average annual gift to United Way.

A. Average Wage

$$\frac{\text{Average Annual Wage}}{\text{Average Annual Wage}} \times \frac{\text{Number of Employees}}{\text{Number of Employees}} \times \frac{.01}{.01} = \frac{\text{Total Potential}}{\text{Total Potential}}$$

-OR-

B. Average Gift

$$\frac{\text{Current Average Gift (Last year's total gift divided by number of donors)}}{\text{Current Average Gift (Last year's total gift divided by number of donors)}} \times \frac{\text{Number of Employees}}{\text{Number of Employees}} = \frac{\text{Total Potential}}{\text{Total Potential}}$$

2. Set your goal!

Last year's employee campaign raised: a. _____

Percent of total giving potential achieved: b. _____

Percent of total giving potential you would like to achieve this year: c. _____

THIS YEAR'S GOAL: _____