

# GOAL SETTING

Measure	Prior Year Results	Current Year Goals	Key Strategies
Employee Participation	# of Donors _____ # of Employees _____ % Participation _____ Average Gift _____	# of Donors _____ # of Employees _____ % Participation _____ Average Gift _____	
Employee Contribution Total			
Corporate Gift			
Special Event Total			
Overall Campaign Total			

## Considerations in goal setting:

If your company could add \_\_\_\_ number of people with \$1 per pay period, how would that increase your total?

If your company could add \_\_\_\_ number of people at your average gift, how would that increase your total?

If your company could increase your average gift by 10%, how would that increase your total?

## Ideas for committee goals outside of campaign production:

Set targets for number of campaign activities, number of campaign communications, or volunteer projects

