

SET A CHALLENGING YET ATTAINABLE GOAL



LIVE UNITED

Campaign 2017-18 DATA

Employee giving total:

Leadership giving (\$500+ annually):

of Employees

of Donors

of Leadership
Givers

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

Previous 3-year giving totals:

2014-15:

2015-16:

2016-17:

Difference year-to-year:

2014 to 2015 %

2015 to 2016 %

IDENTIFY POTENTIAL

Average gift \$ x # of new donors =
TOTAL increased participation:

of new Leadership Givers X \$500 =
TOTAL leadership increase:

IDENTIFY GROWTH

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.

CALCULATE YOUR 2018-2019 GOAL

2017-18 Total Employee Giving
+ Potential growth based on new donors
+ Potential growth based on new Leadership Givers
+ Potential company gifts

TOTAL