

GOAL SETTING WORKSHEET

Organization Name _____

Employee Campaign Manager _____

Campaign Executive _____

Date Prepared _____

(To be completed jointly by the Employee Campaign Manager and Campaign Executive.)

Suggested Formula for Setting Your Campaign Goal

1. What is your campaign's "one hour" giving potential?

Determines how much can be raised if each employee gives 1 hour of pay per month.

$$\frac{\text{Average annual wage}}{\text{Average annual wage}} \times (.006) \times \frac{\text{\# of full time employees}}{\text{\# of full time employees}} = \frac{\text{giving potential}}{\text{giving potential}}$$

Example: (\$38,000) x (.006) x (100) = \$22,800

2. What percentage of your "one hour" giving potential have you achieved?

$$\frac{\text{Total raised last year}}{\text{Total raised last year}} \div \frac{\text{giving potential}}{\text{giving potential}} = \frac{\text{percentage of potential achieved}}{\text{percentage of potential achieved}}$$

Example: (\$10,000) ÷ (\$22,800) = 0.43 or 43%

3. What is this year's United Way goal?

$$\frac{\% \text{ of potential you want to achieve}}{\% \text{ of potential you want to achieve}} \times \frac{\text{giving potential}}{\text{giving potential}} = \frac{\text{your United Way goal!}}{\text{your United Way goal!}}$$

Example: (70% or .70) x (\$22,800) = \$15,960