GOAL SETTING WORKSHEET

LIVE UNITED. GIVE.ADVOCATE.VOLUNTEER. United Way of the National Capital Area

This worksheet is designed to help us strategize and set goals for your workplace campaign. There are essentially three ways to increase your campaign:

1. Increase participation – more of your co-workers participate in the campaign
2. Increase average gift - existing donors increase their donation
3. Combination – increased participation and increased average gift

Once you have decided on one or more of the scenarios below, your UWNCA Relationship Manager can help you devise strategies of achieving your goals. By looking at what your company achieved in the last campaign, we can

_____ # of Employees

_____ Employee non-leadership contributions ($1-$999)

_____ # of Donors ($1-$999)

Goal Components

Deficit-Based Goal