

## GOAL SETTING WORKSHEET



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	
<b>Goal Components</b>	_____	<b>Deficit-Based</b>	<b>Deficit-Based</b>
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
	<b>Deficit-Based Goal</b>	<b>Deficit-Based Goal</b>	