



Goal Setting Worksheet

Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act.
There is no other route to success.
Stephen A. Brennan

1A) Goal = (Number of Employees x Percent Participation) X Average gift Amount

_____ x _____ X _____

2A) For a more thorough analysis of your goal you can breakdown contributions from leaders and non-leaders.

of Leaders: _____ x Avg. Gift: _____ = Leader

\$ _____

of Non-Leaders: _____ x Avg. Gift _____ = Non Leader

\$ _____

Employee Total (Leader \$ + Non-Leader \$) = _____

B) Special Event \$ _____

Financial Goal (1A or 2A) _____ + **(B)** _____ = _____

Goal Setting should take into consideration the following factors:

The Federal Campaign Goal is to: _____

- **Current number of employees in your department this year.**

1. Are there new hires increasing employee numbers
2. Has there been downsizing in your department

- o **Identify areas of your organization that have high potential for improvement**
Develop strategies specific to these areas.

1. Compare your department's participation rate to both last year's and the current Federal average. Increasing participation rates will increase totals.
2. Look at the Federal average gift in comparison to your departments average gift.
3. Leadership Giving: Look at your current #'s of Leaders. Were there new Leaders last year, are there long time Leaders retiring? Establish a plan for encouraging Leadership Gifts in your department. Be sure to promote the Leadership event for current Leaders.

You become successful the moment you start moving toward a worthwhile goal.