

Goal Setting

Company Name	
Number of Employees	Corporate Gift
Total Number of Givers	Employee Dollars (Non-Leadership)
# of Givers (Non-Leadership)	Leadership Dollars (\$1200+)
# of Leadership Givers	Total Employee Dollars
Employee Participation %	# of Leadership Prospects (\$750 to \$1199)
Employee Average Gift	# of Current Tocqueville Givers (\$10,000 +)
Average Non-leadership Gift	Current Tocqueville Dollars (\$10,000 +)
Average Leadership Gift	# of Potential Tocqueville Givers (\$5000 - \$9999)
Special Event Dollars	Corporate Gift

*Numbers for this section can be obtained from United Way of Greater Stark County

Non-Leadership Goals	
Scenario 1: Increase Participation (Excluding Leadership)	
$\frac{\text{# of non Ldr. donors}}{\text{(Variable)}} \times \frac{\text{avg. non Ldr. Gift}}{\text{(Actual)}} =$	Goal
Scenario 2: Increase Average Gift (Excluding Leadership)	
$\frac{\text{# of non Ldr. donors}}{\text{(Actual)}} \times \frac{\text{avg. non Ldr. Gift}}{\text{(Variable)}} =$	Goal
Scenario 3: Increase Both (Excluding Leadership)	
$\frac{\text{# of non Ldr. donors}}{\text{(from scenario 1)}} \times \frac{\text{avg. non Ldr. Gift}}{\text{(from scenario 2)}} =$	Goal

Leadership Giving Goals	
Scenario 1: Increase Leadership Givers	
$\frac{\text{# of Ldr donors}}{\text{(Variable)}} \times \frac{\text{Avg Ldr gift}}{\text{(Actual)}} =$	Leadership Goal
Scenario 2: Increase Leadership Average Gift	
$\frac{\text{# of Ldr donors}}{\text{(Actual)}} \times \frac{\text{Avg Ldr gift}}{\text{(Variable)}} =$	Leadership Goal
Identify Tocqueville Giving Potential	
$\frac{\text{# of Potential Tocqueville Givers}}{\text{($5000 - $9999)}} \times \frac{\text{Minimum Tocqueville Giving Level}}{\text{($10,000)}} + \frac{\text{Total \$ of Current Tocqueville Givers}}{\text{}} =$	Tocqueville Goal

2009 Company Goals	
Employee Goal	
Choose a scenario from scenarios 1, 2 and 3 and a Leadership scenario, plus potential Tocqueville to help set your	
$\frac{\text{Scenario 1, 2, or 3 Total}}{\text{}} + \frac{\text{scenario 1 or 2 Tocqueville Goal}}{\text{}} =$	Employee Goal
Total Campaign Goal	
$\frac{\text{Employee Goal}}{\text{}} + \frac{\text{Special Events Goal (Corp. Gift, etc)}}{\text{}} =$	Total Campaign Goal