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 +)
Avgerage 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)

$$\underline{\hspace{3cm}} \times \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

# of non Ldr. donor   avg. non Ldr. Gift   Goal
     (Variable)   (Actual)

Scenario 2:   Increase Average Gift (Excluding Leadership)

$$\underline{\hspace{3cm}} \times \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

# of non Ldr. donor   avg. non Ldr. Gift   Goal
     (Actual)   (Variable)

Scenario 3:   Increase Both (Excluding Leadership)

$$\underline{\hspace{3cm}} \times \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

# of non Ldr. donor   avg. non Ldr. Gift   Goal
  (from scenario 1)   (from scenario 2)

Leadership Giving Goals

Scenario 1:   Increase Leadership Givers

$$\underline{\hspace{3cm}} \times \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

# of Ldr donors Avg Ldr gift   Leadership Goal
   (Variable)   (Actual)

Scenario 2:   Increase Leadership Average Gift

$$\underline{\hspace{3cm}} \times \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

# of Ldr donors Avg Ldr gift   Leadership Goal
   (Actual)   (Variable)

Identify Tocqueville Giving Potential

$$\underline{\hspace{3cm}} + \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

# of Potential Tocqueville Givers ($5000 - $9999)	x	Minimum Tocqueville Giving Level ($10,000)	Total $ of Current Tocqueville Givers	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

$$\underline{\hspace{3cm}} + \underline{\hspace{3cm}} + \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

Scenario 1, 2, or 3 Total   Scenario 1 or 2 Total   Tocqueville Goal   Employee Goal

Total Campaign Goal

$$\underline{\hspace{3cm}} + \underline{\hspace{3cm}} + \underline{\hspace{3cm}} = \underline{\hspace{3cm}}$$

Employee Goal   Special Events Goal   (Corp. Gift, etc   Total Campaign Goal