

RECRUIT A CAMPAIGN TEAM & SET YOUR GOAL

Part I: Explore Giving Potential

What is potential? Potential is something that can be developed and become actual. It is important to calculate and know your potential so you neither underestimate nor overestimate your campaign goal.

Listed below are three different approaches to determining employee giving potential. You may want to consider using one or more of these methods, or one of your own.

Part II: Approaches To Goal Setting

- 2.) What if all employees give one hour of pay per month
- 3.) Imagine if all current payroll deduction givers increase their pledge by **\$2.00 more** per pay period
- 4.) What would happen if all former non-givers give **\$2.00 per pay period**

DON'T FORGET: Using your Company History will be very valuable when doing your calculations.

PROMOTE YOUR GOAL

Making employees aware of the company goal is crucial to reaching it. The goal and campaign progress can be publicized in many different ways, which may include:

- Make a "campaign goal" thermometer
- Send out emails, payroll stuffers, taglines on pay stubs, company newsletters, and/or make poster and banners
- Post company incentives
- Have CEO wear a "campaign necktie" and clip it off each day to indicate the percentage of the goal raised—at the end of the campaign, he should just be wearing a knot