

# Set a Campaign Goal

After you review and analyze your giving history with your United Way staff partner, it's time to set your campaign goal. There are a number of options listed below, but it is important to identify what will work best for your company. For example, if your campaign has high participation, then focusing strategies around increasing a donor's average gift will have a greater impact.

Many top campaigns set a goal for their entire company while also identifying a stretch goal for their campaign steering committee.

## **Option #1: Increase Participation**

*(Best Practice: Increase participation level to highest in recent history)*

Increased Number of Donors x Average Gift = Goal

\_\_\_\_\_ x \$ \_\_\_\_\_ = \_\_\_\_\_

## **Option #2: Increase Average Gift**

*(Best Practice: Increase average gift to highest in recent history)*

Increased Average Gift x Number of Donors = Goal

\$ \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

## **Option #3: Increase Participation and Average Gift**

Increased Average Gift x Increase Number of Donors = Goal

\$ \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

Some companies will set goals for other areas of the campaign as well. This can include things like 100% return of pledge forms, a goal for number of first time givers, a goal for number of Leadership Givers, or a goal for number of volunteer hours.