

# How To Set A Campaign Goal

As the Employee Campaign Manager (ECM) you will be provided a giving history from United Way. By reviewing and analyzing your giving history, this will help your CEO, you, and your campaign team to set 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 your strategy around increasing a donor's average gift will have a greater impact.

Many top successful campaigns set a goal for their entire company.

**Option #1: Increase Participation** *(Maybe increase participation level to highest in recent history)*

Increased Number of Donors x Average Gift = Goal

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

**Option #2: Increase Average Gift** *(Maybe 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 \_\_\_\_\_ = \_\_\_\_\_

