

LIVE UNITED™



United Way
of Brazoria County

Analyzing all the elements of last year's campaign—the good and the bad—is the first step toward a successful United Way campaign. Review the following aspects of your company's 2009 United Way fundraising effort. Don't forget to ask last year's ECC for their insight.

Once the strengths and weaknesses of last year's campaign have been considered, set new goals for a successful company effort.

Employee Campaign Goal Setting Worksheet 2010

2009's Figures

Answers:

of Contributors: _____
Total # of Employees: _____
Total Employee Gift: _____
Participation Percentage*: _____
Average Gift Amount**: _____
of Leadership Givers: _____

New Goal Suggestions

Notes:

Increase Participation? _____
Increase Average Gift? _____
Increase # of Leadership Givers? _____
Increase Overall Gift? _____
100% pledge card collection? _____

Questions to keep in mind:

What community issues are most important to your company's employees?

How is your company structured (departments, floors, work groups)?

Can your United Way Campaign be incorporated into established company events and communications?

What is the best incentive to get employees to participate (special events, paid day off, prime parking, prizes)?

*Participation Percentage is calculated by dividing the "# of Contributors" by the "Total # of Employees".

**Average Gift Amount is calculated by dividing "Total Employee Gift" by the "Total # of Employees".