

## 1. SET YOUR CAMPAIGN GOAL

Company Name: \_\_\_\_\_

### BASED ON THE 2008 CAMPAIGN:

\_\_\_\_\_ 2008 Number of Employees  
\_\_\_\_\_ 2008 Number of Donors  
\_\_\_\_\_ Employee Dollars (**excluding Special Events**)  
\_\_\_\_\_ Average Gift  
\_\_\_\_\_ % Increase over 2007 Campaign

If we **increase the average** gift to \$\_\_\_\_\_ while keeping the **number of donors the same**, we would raise \$\_\_\_\_\_ **dollars**.

**OR**

If we **increase the number of donors** to \_\_\_\_\_ while keeping the **average gift the same**, we would raise \$\_\_\_\_\_ **dollars**.

**OR**

If we **increase the average gift** to \$\_\_\_\_\_ and **increase the number of donors** to \_\_\_\_\_, we would raise \$\_\_\_\_\_ **dollars**.

### 2009 GOAL RECOMMENDATION:

\_\_\_\_\_ 2009 Number of Employees  
\_\_\_\_\_ 2009 Number of Donors  
\_\_\_\_\_ Employee Dollars (**excluding Special Events**)  
\_\_\_\_\_ Average Gift  
\_\_\_\_\_ % Increase over 2008 Campaign