

# SET YOUR CAMPAIGN GOAL



United Way  
of Northern Arizona

Company \_\_\_\_\_

## BASED ON THE 2010 CAMPAIGN:

- \_\_\_\_\_ 2010 Number of Employees
- \_\_\_\_\_ 2010 Number of Donors
- \_\_\_\_\_ Employee Gifts
- \_\_\_\_\_ Average Employee Gift
- \_\_\_\_\_ Special Event Funds
- \_\_\_\_\_ Corporate Gift
  
- \_\_\_\_\_ 2010 Number of Summit Society Donors
- \_\_\_\_\_ Summit Society Gifts
- \_\_\_\_\_ Average Summit Society Gift

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**.

## 2011 GOAL RECOMMENDATION:

- \_\_\_\_\_ 2011 Number of Employees
- \_\_\_\_\_ 2011 Number of Donors
- \_\_\_\_\_ \$ Employee Gifts
- \_\_\_\_\_ \$ Average Employee Gift
- \_\_\_\_\_ \$ Special Event Funds
- \_\_\_\_\_ \$ Corporate Gift
- \_\_\_\_\_ % Increase over 2010 Campaign

**TOTAL:**

\_\_\_\_\_

- \_\_\_\_\_ 2011 Number of Summit Society Donors
- \_\_\_\_\_ \$ Summit Society Gifts
- \_\_\_\_\_ \$ Average Summit Society Gift
- \_\_\_\_\_ % Increase over 2010 Campaign