Goal Setting

COMPUTE YOUR COMPANY’S GIVING POTENTIAL

\[
\text{Current Average Gift} \times \text{Number of Employees} = \text{Total Potential}
\]

(Last year’s total amount divided by the number of donors last year)

OR

\[
\text{Average Annual Wage} \times \text{Number of Employees} \times 0.006 = \text{Total Potential}
\]

(1 hour’s pay per month)

SET YOUR GOAL

1) Last year’s employee amount raised: $________________________
2) Percent of Total Potential achieved: _____________________%
3) Determine the amount of additional potential you want of achieve this year: $________________________
4) This year’s goal (#1 plus #3) $________________________

NOTES:

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