

Goal Setting

COMPUTE YOUR COMPANY'S GIVING POTENTIAL

$$\frac{\text{Current Average Gift}}{\text{(Last year's total amount divided by the number of donors last year)}} \times \frac{\text{Number of Employees}}{\text{Number of Employees}} = \text{Total Potential}$$

OR

$$\frac{\text{Average Annual Wage}}{\text{Average Annual Wage}} \times \frac{\text{Number of Employees}}{\text{Number of Employees}} \times \frac{.006}{\text{(1 hour's pay per month)}} = \text{Total Potential}$$

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:
