UNITED WAY
Southwest Alabama

PLANNING YOUR CAMPAIGN

When setting your campaign goals, it helps to review the results from your previous campaign. This worksheet can assist you in collecting the information you may need to establish your organization's goal. Your United Way staff person should be able to provide you with your previous year results.

ORGANIZATION: _____

Amount raised last year: _____

# of employees: _____

Average gift: _____

# of givers: _____

# of Leadership Givers: _____

% of participation: _____

% of campaign raised by Leadership Givers: _____

What are your company's strengths?

_____

In what areas could your company improve?

_____

Identify any company changes since last year (new hires, reorganization, layoffs, etc.). Consider the effect of any changes in developing goals for this year's campaign.

_____

GOALS

EMPLOYEE PARTICIPATION GOAL: _____

FUNDRAISING GOAL: _____

UNITED IS THE WAY™ From advancing health, youth opportunity, and financial security to strengthening local resilience, United Way is mobilizing communities to action so all can thrive.