

HOW TO SET A GOAL

Goal setting should be one of the **first steps** in running your campaign. Companies that set a goal see higher participation rates, average gifts, and per capita giving.

A goal provides a benchmark for success, lets employees know how valuable their gift is, and encourages all employees to contribute. It also provides a rallying point for your whole company and allows employees to work together to reach an achievable result.

After evaluating your company and campaign status, consider the positive change your company would like to make in our region. **Most companies strive to increase their employee goal by 2 to 5 percent over the previous year's results.**

HERE ARE SOME THINGS TO CONSIDER WHEN SETTING A GOAL:

- ☆ **Company Changes:** Have you recently had a large number of retirees or new hires? Be sure to share the United Way "New Hire" pack with all new employees.
- ☆ **Freshening Up:** Can you offer a new incentive? If you've been using the same incentive, can you increase the minimum gift to be qualified for the incentive? Offer new opportunities to be engaged in the campaign (i.e. Agency Tours, Door-to-Door Drive, etc.)
- ☆ **Opportunities:** Fill out the chart below and then take a look at the numbers for hidden opportunities. Are there any large gaps between departments, locations, or new hires?

Department/Location OR Tenure/Age Group	# of Employees	# of Donors	Amount Raised	% of Campaign	Average Gift

