

EMPLOYEE CAMPAIGN COORDINATOR BASICS

GOAL SETTING

Measure	2018 Results	2019 Goals	Key Strategies
Employee Participation	# of Donors _____ # of Employees _____ % Participation _____ Average Gift _____	# of Donors _____ # of Employees _____ % Participation _____ Average Gift _____	
Employee Contribution Total			
Corporate Gift			
Special Event Total			
Overall Campaign Total			

Considerations in goal setting for 2019:

If your company could add _____ number of people with \$1 per pay period, how would that increase your total?

If your company could add _____ number of people at your average gift, how would that increase your total?

If your company could increase your average gift by 10%, how would that increase your total?

Ideas for committee Goals outside of campaign production:

Set number of campaign activities, targeted number of campaign communications, volunteer projects