

# 2021 Campaign Goal-Setting Worksheet

<u>Measure</u>	<u>2020 Results</u>	<u>2021 Goals</u>	<u>Key Strategies</u>
<b>Employee Participation rate</b> (# donors / #employees)	# of Donors:  # of Employees:  Participation Rate:	# of Donors: ____  # of Employees: ____  Participation Rate: ____%	
<b>Average Gift</b> (Employee Contributions / #donors)	\$ _____	\$ _____	
<b>Employee Contributions</b>	\$ _____	\$ _____	
<b>Corporate Gift</b>	\$ _____	\$ _____	
<b>Special Events</b>	\$ _____	\$ _____	
<b>Total Contributions</b>	\$ _____	\$ _____	
<b>Impact Fund</b>	\$ _____	\$ _____	

Notes:

**LIVE UNITED**