



**LIVE UNITED™**

## 2011 Campaign Goal-Setting Worksheet

<u>Measure</u>	<u>2010</u>	<u>2011 Goals</u>	<u>Key Strategies</u>
<b>Employee Participation rate</b> (# donors/#employees)	Donors: _____ Employees: _____ Participation Rate: ____%	Donors: _____ 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>	\$ _____	\$ _____	

Notes: