

Goal Setting

YEAR _____

Increase Participation for \$1 - \$999 Donors

$$\frac{\text{(This Year) \# of donors}}{\text{(Last Year) Average gift}} \times \text{(Last Year) Average gift} = \text{(This Year) \$1 - \$999 Donor Goal}$$

Increase Average Gift for \$1 - \$999 Donors

$$\frac{\text{(Last Year) \# of donors}}{\text{(This Year) Average gift}} \times \text{(This Year) Average gift} = \text{(This Year) \$1 - \$999 Donor Goal}$$

Increase Number of Leadership Givers (\$1,000 - \$9,999)

$$\frac{\text{\# of new Leadership Givers}}{\$1,000} \times \$1,000 = \text{(This Year) New Leadership Giving} + \text{(Last Year) Leadership Giving} = \text{(This Year) Leadership Giving Goal}$$

Increase Leadership Gift Average

$$\frac{\text{(Last Year) \# of Leadership Givers}}{\text{(This Year) Average Leadership Gift}} \times \text{(This Year) Average Leadership Gift} = \text{(This Year) Leadership Giving Goal}$$

Identify Tocqueville Giving Potential (\$10,000 +)

$$\frac{\text{\# of new Tocqueville Donors}}{\$10,000} \times \$10,000 = \text{(This Year) New Tocqueville Gift} + \text{(Last Year) Tocqueville Gift} = \text{(This Year) Tocqueville Goal}$$

Employee Goal

$$\text{(This Year) \$1 - \$999 Donor Goal} + \text{(This Year) Leadership Giving Goal} + \text{(This Year) Tocqueville Goal} = \text{(This Year) Employee Giving Goal}$$

Total Goal

$$\text{(This Year) Employee Giving Goal} + \text{(This Year) Corporate Giving Goal} + \text{(This Year) Special Events Goal} = \text{(This Year) Total Giving Goal}$$

Employee Contributions to the Work of VSUW

$$\frac{\text{(This Year) VSUW \% Goal}}{\text{(This Year) Employee Giving Goal}} \times \text{(This Year) Employee Giving Goal} = \text{(This Year) Total Employee investment in the work of VSUW}$$