



# Campaign Planning Worksheet

## 2017 employee campaign results

# Employees	#
# of Pledge Donors	#
Pledge \$ Raised	\$
Special Event \$	\$
Total \$ Raised (pledge + special event)	\$

$$\% \text{ Participation} = \frac{\# \text{ of Pledge Donors}}{\# \text{ of Employees}} = \frac{\quad}{\quad} = \boxed{\%}$$

$$\$ \text{ Average Gift} = \frac{\text{Pledge \$ Raised}}{\# \text{ Pledge Donors}} = \frac{\quad}{\quad} = \boxed{\$}$$

## 2017 Leadership (LOW) campaign results

LOW \$ Raised	\$
# of LOW Donors	#

$$\$ \text{ Average LOW Gift} = \frac{\text{LOW Pledge \$ Raised}}{\# \text{ LOW Pledge Donors}} = \frac{\quad}{\quad} = \boxed{\$}$$

## 2018 Leadership (LOW) goal setting

# of Returning LOW donors	
# of LOW donors who have left the organizations	—
# of new LOW donors	+
Total # of LOW donors goal	=

# of LOW Donors	Average LOW Pledge Goal	2018 LOW Campaign Goal
X	=	\$

## 2018 employee goal setting (including your LOW goal below)

# Employees	% Participation Goal	Average Gift	Employee Pledge Goal
X	X	=	\$
			+
	Special Event Goal		\$
			=
	Total 2018 Goal		\$