



United Way
Thunder Bay

Campaign Planning Worksheet

2023 Employee Campaign Results

| | | |
|---|----|---|
| # Employees | # | % Participation = $\frac{\# \text{ of Pledge Donors}}{\# \text{ of Employees}}$ = _____ = % |
| # of Pledge Donors | # | |
| Pledge \$ Raised | \$ | \$ Average Gift = $\frac{\text{Pledge \$ Raised}}{\# \text{ Pledge Donors}}$ = _____ = \$ |
| Special Event \$ | \$ | |
| Total \$ Raised (pledge + special event) | \$ | |

2023 Leadership (LC) Campaign Results

| | | |
|----------------|----|--|
| LC \$ Raised | \$ | \$ Average LC Gift = $\frac{\text{LC Pledge \$ Raised}}{\# \text{ LC Pledge Donors}}$ = _____ = \$ |
| # of LC Donors | # | |

2023 Leadership (LC) goal setting

| | |
|--|---|
| # of Returning Leadership donors | |
| # of Leadership donors who have left the organizations | — |
| # of new Leadership donors | + |
| Total # of Leadership donors' goal | = |

| | | |
|----------------|------------------------|------------------|
| # of LC Donors | Average LC Pledge Goal | 2022 LC Campaign |
| X | = | Goal \$ |

2023 Employee goal setting (including your Leadership goal below)

| | | | |
|-------------|----------------------|--------------------|----------------------|
| # Employees | % Participation Goal | Average Gift | Employee Pledge Goal |
| X | X | = | \$ |
| | | | + |
| | | Special Event Goal | \$ |
| | | | = |
| | | Total 2022 Goal | \$ |

