

## United Way Campaign Can-Do Goals Worksheet

Company:	Know last year's details. Ask your United Way for details (252)758-1604 ext. 209 or stidd@uwpcnc.org	Our 2021 United Way Fundraising Goals	Actions to Reach Goals	Goal Achievement	Notes for Next Year
	<b>EXAMPLE</b>				
	<i>Last Year's Results</i>				
Current number of employees	100				
Number of employees who donated last year	75	Increase to:			
Participation rate	75%	Increase to:			
Our organization/company match	<i>\$.50 per dollar up to \$1000.00 per employee</i>				
Number of leadership level donors (donations over \$500)	10	Increase to:			
Notes about leadership level donors	<i>Be sure to make a personal ask to all leadership team employees and don't forget the CEO or President.</i>				
Paper Pledges Received	25	Increase to:			
Notes about paper pledges	<i>These worked well for employees working on the assembly line as they did not have computer access.</i>				
Online Donations	50	Increase to:			
Notes about online donations	<i>Sending the link out to the online form right after payday was a hit.</i>				
Special events funds	\$500	Increase to:			
Notes about the special event	<i>Next year we need to schedule our chili cook-off when our finance team is not at training.</i>				