



United Way
Greater Toronto

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 (LC) campaign results

LC \$ Raised	\$
# of LC Donors	#

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

2018 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	2018 LC Campaign Goal
X	=	\$

2018 Employee goal setting (including your Leadership goal below)

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