

Campaign Worksheet

Use the Campaign Data Sheet to assist you in completing this form

1. What is your full giving potential?

- a. Requested Annual Gift: \$365 _____
- b. Multiply times your total number of employees X _____
- c. Full employee giving potential = _____

2. What if last year's givers were to give at requested level? (\$1 per day)

- a. Requested gift: \$365 _____
- b. Current average gift _____
- c. Difference = _____
- D. Times total number of givers X _____
- e. New dollars possible = _____

3. What if last year's givers increased their contributions by an additional amount per week?

$$\frac{\text{_____}}{\text{total \# of givers}} \times \frac{\text{_____}}{\text{additional \$ / week}} \times \frac{\text{_____}}{52 \text{ weeks}} = \$ \frac{\text{_____}}{\text{potential new \$}}$$

4. What if non-givers would contribute at least something by payroll deduction?

$$\frac{\text{_____}}{\text{\# of non-givers}} \times \frac{\text{_____}}{\text{amount / week}} \times \frac{\text{_____}}{52 \text{ weeks}} = \$ \frac{\text{_____}}{\text{potential new \$}}$$

5. What if Managers/Supervisors became leadership givers? (\$4 per day)

- a. Number of potential new leadership givers _____
- b. Multiply by requested gift: \$1040 X _____
- c. Potential new leadership gifts = _____

6. Number of potential Emerging Leaders (40 or younger with \$2/day gift)

- a. Number of potential new Young Leaders _____
- b. Multiply by requested gift: \$520 X _____
- c. Potential new Young Leader gifts = _____

7. What if churn (lost donors) is reduced?

- a. Number of donors lost _____
- b. Total lost due to churn \$ _____
- c. Amount if 50% of lapsed donors return (1/2 b) \$ _____