Campaign Planning Worksheet

2022 Employee Campaign Results (recap from last year)

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

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

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

2022 Leadership (LC) Campaign Results (recap from last year)

LC $ Raised	$
# of LC Donors	#

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

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	2023 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 2023 Goal = $