

# Campaign Planning Worksheet

## 2024 Employee Campaign Results

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

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

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

## 2024 Leadership (LC) Campaign Results

LC \$ Raised	\$
# of LC Donors	#

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

## 2025 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 \$

## 2025 Employee goal setting (including your Leadership goal below)

# Employees	% Participation Goal	Average Gift	Employee Pledge Goal
X	X	=	\$

$$\text{Special Event Goal} \quad \boxed{\quad} +$$

$$\text{Total 2025 Goal} \quad \boxed{\quad} =$$