

FOUR

Review Capacity - Set Goal(s)

Having a common goal for your United Way campaign serves the same purpose as your production, efficiency or other organizational goals. It provides a point of focus for all involved that allows you to see where you may be running short, and provides an opportunity to take corrective action. Plus, a fundraiser just isn't a fundraiser without United Way's famous Goal Thermometers!



Who sets the county-wide goal?

The county-wide United Way goal is proposed by the Campaign Cabinet after reviewing community and agency needs as well general economic factors. The final goal amount is voted on by the United Way of Rockingham County Board of Directors.

Set Goals by Campaigning Toward Your Capacity

$$\frac{\text{Avg. Salary}}{\text{Avg. Salary}} \times \frac{\# \text{ of Employees}}{\# \text{ of Employees}} = \text{Estimated Annual Payroll}$$

$$\frac{\text{Est. Annual Payroll}}{\text{Est. Annual Payroll}} \times \frac{\text{Fair Share}^*}{\text{Fair Share}^*} = \text{Capacity}$$

$$\frac{\text{Capacity}}{\text{Capacity}} - \frac{\text{Amt. Raised Last Year}}{\text{Amt. Raised Last Year}} = \text{Unrealized Capacity}$$


Meet with your CEO/OH and compare your company's past performance and capacity. Your goal should be based on your potential to improve. Aim to achieve a higher percentage of your capacity.

EXAMPLE:

$$\frac{\text{Amount Raised Last Year}}{\text{Amount Raised Last Year}} + \frac{10\% \text{ of Unrealized Capacity}}{10\% \text{ of Unrealized Capacity}} = \text{This Year's Goal}$$

Ask: "What if..."

- ⇒ The number of payroll deduction givers increased?
- ⇒ The amount given by existing givers increased?
- ⇒ Every employee gave \$1 per week?
- ⇒ Those giving \$1 a week, gave \$2 per week?
- ⇒ The number of "Fair Share" givers increased?



Benchmark for Success

Campaigns that set goals and tracked their progress along organizational lines raised 62% more funds.

*One hour's pay per month or .006 of Annual Salary