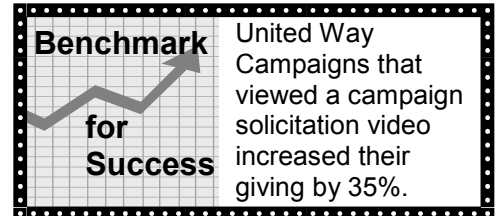


ONE

Review Past Performance

Arrange to meet with the person(s) that directed the company's campaign in past years.

- ⇒ *What worked best?*
- ⇒ *What were problems?*
- ⇒ *Was each employee informed about United Way?*
- ⇒ *Was the CEO/OH visible and supportive?*
- ⇒ *Was payroll deduction available?*
- ⇒ *Were the employees able to see the agencies by tour or video?*



Review your company's giving history.

Having a thorough understanding of the previous year's results will provide comparative information for your organization as well as others in the county!



And it came from...

per capita:
Medieval Latin, by heads
meaning: per unit of population

\$ _____ divided by _____ = \$ _____
Last year's giving # of employees Per Capita gift

\$ _____ divided by _____ = \$ _____
Last year's giving # of givers Average gift

\$ _____ divided by _____ = \$ _____
Amount given by # of payroll deduction payroll deduction givers Average payroll deduction gift

\$ _____ divided by _____ = \$ _____
Amt. given other than # of givers not using Average gift for payroll deduction payroll deduction non-payroll givers



Something to think about...

What if 20% more employees gave the payroll deduction average gift?
What if the number of givers increased by 20%?