## Goal Setting

### Increase Participation for $1 - $499 Donors

\[
\frac{(This \ Year) \ # \ of \ donors}{(Last \ Year) \ Average \ gift} = (This \ Year) \ $1 - $499 \ Donor \ Goal
\]

### Increase Average Gift for $1 - $499 Donors

\[
\frac{(Last \ Year) \ # \ of \ donors}{(This \ Year) \ Average \ gift} = (This \ Year) \ $1 - $499 \ Donor \ Goal
\]

### Increase Number of Leadership Givers ($500 - $9,999)

\[
\frac{# \ of \ new \ Leadership \ Givers}{$500} = (This \ Year) \ New \ Leadership \ Giving + (Last \ Year) \ Leadership \ Giving = (This \ Year) \ Leadership \ Giving \ Goal
\]

### Increase Leadership Gift Average

\[
\frac{(Last \ Year) \ # \ of \ Leadership \ Givers}{(This \ Year) \ Average \ Leadership \ Gift} = (This \ Year) \ Leadership \ Giving \ Goal
\]

### Identify Tocqueville Giving Potential ($10,000 +)

\[
\frac{# \ of \ new \ Tocqueville \ Donors}{$10,000} = (This \ Year) \ New \ Tocqueville \ Gift + (Last \ Year) \ Tocqueville \ Gift = (This \ Year) \ Tocqueville \ Goal
\]

### Employee Goal

\[
(This \ Year) \ $1 - $499 \ Donor \ Goal + (This \ Year) \ Leadership \ Giving \ Goal + (This \ Year) \ Tocqueville \ Goal = (This \ Year) \ Employee \ Giving \ Goal
\]

### Total Goal

\[
(This \ Year) \ Employee \ Giving \ Goal + (This \ Year) \ Corporate \ Giving \ Goal + (This \ Year) \ Special \ Events \ Goal = (This \ Year) \ Total \ Giving \ Goal
\]

### Employee Contributions

\[
\frac{(This \ Year) \ % \ Goal}{(This \ Year) \ Employee \ Giving \ Goal} = (This \ Year) \ Total \ Employee \ investment
\]