### Goal Setting

#### Increase Participation for $1 - $999 Donors

\[
\text{(This Year)} \times \frac{\text{# of donors}}{\text{(Last Year)} \times \text{Average gift}} = \text{(This Year) }$1 - $999\text{ Donor Goal}
\]

#### Increase Average Gift for $1 - $999 Donors

\[
\text{(Last Year)} \times \frac{\text{# of donors}}{\text{(This Year) \times \text{Average gift}}} = \text{(This Year) }$1 - $999\text{ Donor Goal}
\]

#### Increase Number of Leadership Givers ($1,000 - $9,999)

\[
\text{(This Year) \times \frac{\$1,000}{\text{# of new Leadership Givers}}} = \text{(This Year) New Leadership Giving}\ + \text{(Last Year) Leadership Giving} = \text{(This Year) Leadership Giving Goal}
\]

#### Increase Leadership Gift Average

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

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

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

#### Employee Goal

\[
\text{(This Year) \$1 - $999 Leadership Giving Goal} + \text{(This Year) Tocqueville Goal} + \text{(This Year) Employee Giving Goal} = \text{(This Year) Total Goal}
\]

#### Total Goal

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

#### Employee Contributions to the Work of VSUW

\[
\text{(This Year) VSUW \% Goal} \times \text{(This Year) Employee Giving Goal} = \text{(This Year) Total Employee investment in the work of VSUW}
\]