

# The Five Critical Measurement Criteria

**Giving Potential:** A benchmark figure based on an individual's ability to give one hour pay per month (.006) to United Way. Or a benchmark of 1% of salary annually.

**Formula:** average annual wage x .006 x number of employees (\$37,646 x .006 x ???)

Average salary x 1% x number of employees (\$37,646 x .01 x ???)

**Employee Participation:** A figure that represents the amount of individual involvement in the campaign.

**Formula:** # of donors/# of employees

**Per Capita Gift:** The average amount given by the entire workforce to your campaign.

**Formula:** total employee dollars/# of employees

**Average Gift:** The average amount given by all donors to your campaign.

**Formula:** total employee dollars/# of donors

**Average Gift without Leadership Giving:** The average amount given by donors giving less than \$500 annually.

**Formula:** (total employee giving – total leadership giving)/(total number of donors – total number of leadership donors)