



Ways To Increase a Company's Campaign

There are only two ways a campaign can increase: People giving give MORE, or MORE people give. Here are some examples of how these two scenarios can work.

Participation increases by 5% at current average gift.

Formula: # Employees x Current % of participation plus 5% x current average gift

Participation increases by 10% at current adjusted average gift.

Formula: # Employees x Current % of participation plus 10% x current adjusted average gift

Participation increases by 20% at current average gift.

Formula: # Employees x Current % of participation plus 20% X current average gift

All non-leadership donors increase their gift by 50 cents per week.

All non-leadership donors increase their gift by \$1 per week.

All leadership donors increase their gifts by \$3 per week.