

# The Four 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.

**Formula:** average annual wage x .006 x # of employees

Potential can be calculated by individual, department, or organization. A guide for evaluating the potential achieved by an organization is:

Excellent Achievement:	90%+
Good Achievement:	60% - 90%
Average Achievement:	30% - 60%
Minimal Achievement:	Under 30%

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

**Formula:**  $\frac{\text{\# of donors}}{\text{\# of employees}}$

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

**Formula:**  $\frac{\text{total employee dollars}}{\text{\# of employees}}$

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

**Formula:**  $\frac{\text{total employee dollars}}{\text{\# of donors}}$

**All four measures are needed to effectively analyze the giving trends within a company.**

The relationship of employee participation and percentage of potential achieved is illustrated below:

	Low	? % Potential Achieved	High
High	High Involvement and Low Giving	High Involvement and High Giving	
?	<b>3</b>	<b>4</b>	
% of Donors			
?	<b>1</b>	<b>2</b>	
Low	Low Involvement and Low Giving	Low Involvement and High Giving	

Box 1: Organization has a weak campaign effort or a campaign in the initial start-up phase.

Box 2: Campaign relies on a few good steady donors but does not have an effort to increase the number of donors.

Box 3: Campaign asks all employees to get involved by giving “something.” Very high participation with low giving is often an indicator that the employees are feeling pressured to give rather than giving to address community issues.

Box 4: Company has good involvement and good giving amounts. This indicates a well-rounded campaign with good employee understanding and involvement at top management and other levels of the company.

**How to use the data:**

Based on the analysis, an organization can focus its strategy to achieve a higher level of potential support by:

1. Using campaign practices that encourage more participation
2. Using campaign practices that encourage higher levels of giving
3. A combination of 1 and 2