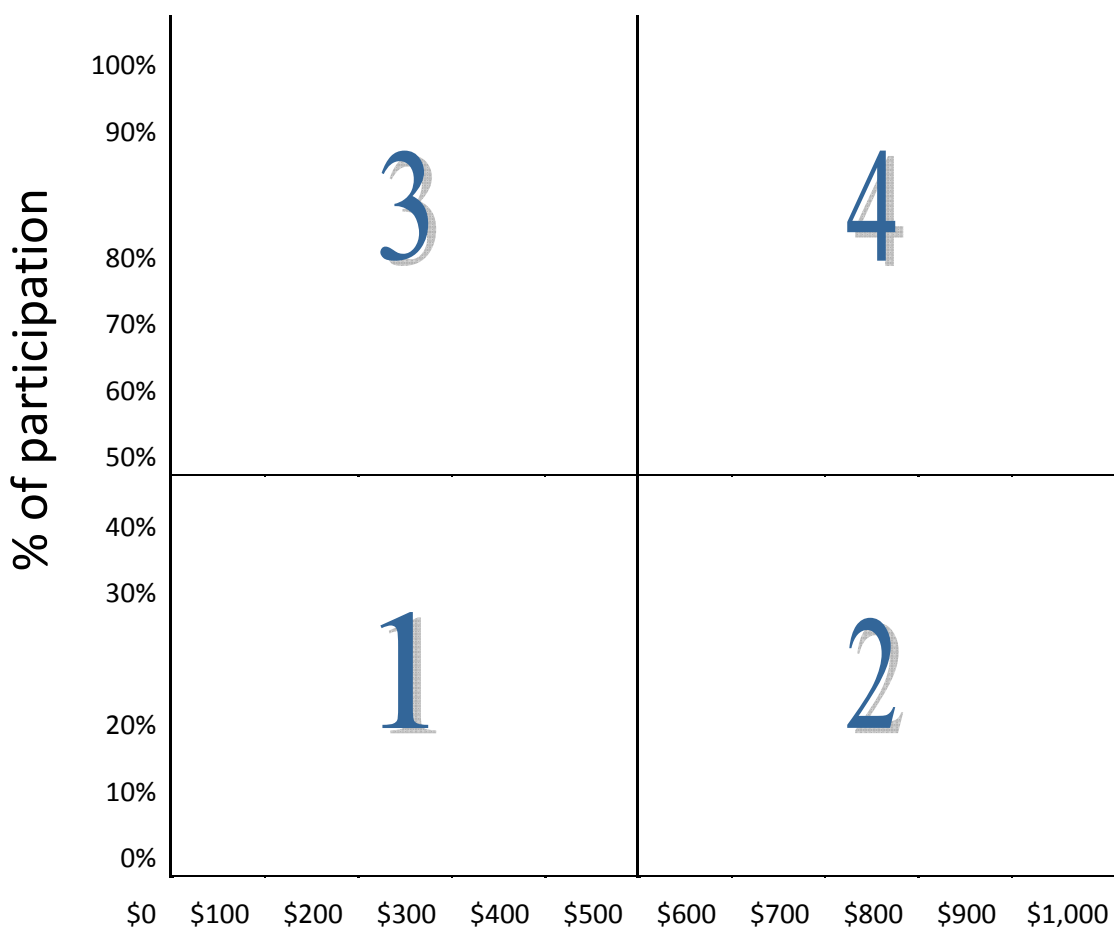


Plot your success!



Amount of Average Gift

Step 1: Find most recent year's % participation. Plot the percentage on the vertical axis.

Step 2: Find most recent year's average employee gift. Plot that figure on the horizontal axis.

Step 3: Draw a line up from your average gift point and draw a line over to the right from your % of participation. Mark an "X" where they intersect.

Step 4: Indicate what quadrant your company is in: Quadrant # _____

Quadrant 1 = Lots of room to grow! Consider strategies to increase participation or giving.

Quadrant 2 = Great giving, now try to increase participation.

Quadrant 3 = Great participation, now try to increase giving.

Quadrant 4 = Great participation and great giving! Current strategies are a success!