Goal Setting Strategies

How to set the right goals and achieve them on your Giving Day
Questions To Ask Before Your Giving Day

- What were we able to achieve in previous years?
- Do we have a campaign or event around this time of year?
- What are our most crucial needs at this time?
- What will help to improve long term sustainability?
Popular Giving Day Goals

- Monetary Amount
- Donor Amount
- New Donors
- Repeat Donors
- Recurring Donors
- Board Engagement
- P2P Engagement
- Volunteer Engagement
- Social Media Engagement
- Win Prizes or Matches
Examples

- $5,000 raised on Giving Day will provide a year’s worth of healthy lunches for every low income student at Middletown Elementary School.

- Support from 100 donors on Giving Day will unlock an additional $10,000 from our board of trustees.

- On our Giving Day, we can win an extra $5,000 and feed every animal in the shelter for a week, by having the most donors from 12am - 11:59pm.
Setting Your Goals

- Narrow in on 1-3 specific goals. This creates a strategy that’s easy for your organization to execute, and for your supporters to rally behind.

- Determine which goals are internal vs. external
  - **Internal**: Become more familiar with online fundraising tools, strengthen relationships with board members.
  - **External**: Raise $5,000 for new supplies, secure at least $1,000 in matching funds prior to the day.

- Stretch goals are great to have in your back pocket should you reach an external goal before the giving day is over!
Sample Strategies
Monetary Goal Strategies

- Make it clear what the funds raised will help you achieve
- Secure matching funds and motivate donors to make a greater impact with their gift
- Recruit peer-to-peer fundraisers to help you expand your reach to more donors
- Collect stories from those who would be directly impacted
Donor Goal Strategies

- Create donation levels in lower amounts to encourage lower capacity donors
- Find significance in the number you chose for your goal and share it!
- Recruit peer-to-peer fundraisers to help you expand your reach
- Encourage social sharing amongst your supporters
- Motivate your supporters with an incentive for the donor that reaches your goal

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<thead>
<tr>
<th>$5</th>
<th>$10</th>
<th>$15</th>
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<tbody>
<tr>
<td>One bag of bones for our senior pups!</td>
<td>One blanket to keep our pups cozy.</td>
<td>One case of yummy food to feed our pups!</td>
<td>One water fountain to keep our pups hydrated!</td>
<td>One shot to keep our pups disease free!</td>
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New Donor Goal Strategies

- Recruit peer-to-peer fundraisers to help you expand your reach
- Highlight benefits of being a donor to your organization
- Share stories about your existing donors and why they give
- Use hashtags on social media to be heard in different conversations
- Ask each of your supporters to share your profile with friends

New Here?
First time donors receive a free Logan's Pups t-shirt when they make a contribution on Giving Day!

Join the Logan's Pups Family Today
Key Takeaways

● Set clear goals prior to the Giving Day to help you develop a more focused strategy for success
● Keep your goals in mind when developing your Giving Day profile and communications plan
● Stay consistent with your goals from beginning to end so your donors can truly comprehend their impact
● Check out [this blog article](#) for tips on how to set realistic goals!
We’re Here For You!

● Visit Our Help Center
  https://support.givegab.com/

● Send us an email at
  CustomerSuccess@givegab.com

● Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand