

CAMPAIGN GOAL SETTING CANVAS



CAMPAIGN GOALS: (QUALITATIVE & QUANTITATIVE)

- 1) _____
- 2) _____
- 3) _____

STAFF/VOLUNTEER RESOURCES:

- Name: _____ Role: _____
- Name: _____ Role: _____
- Name: _____ Role: _____
- Name: _____ Role: _____
- Name: _____ Role: _____

FRAMEWORK*:

Motivating Factor(s) for Giving: _____

Messaging Style (no more than 3): Ethos Pathos Logos Humor Nudge Call to Action Quality Storytelling Signaling Objection

Engagement Opportunity Ideas:

- Events: _____
- Donor Shoutouts: _____
- Office Visits/Celebrations/Incentives: _____
- Free Agent Fundraiser Events:
 - Recruiting/Connecting: _____
 - FAF Hosting Ideas: _____

Revenue Drivers:

- Online Giving: (goal: _____) (planned sources: _____)
- Match/Challenge Grants: (goal: _____) (planned sources: _____)
- Pre-secured Donors: (goal: _____) (planned sources: _____)
- Free Agent Fundraisers: (goal: _____) (planned sources: _____)
- Gimmicks: (ideas: _____)

*Consider cost of staff time/resources. The volume of activity you plan should be relative to campaign goals. I.e: \$5K goal = lower effort, \$50K goal- higher effort.