**#iGiveCatholic “Just One Thing” Email #2**

Happy Monday Friends,

With your #iGiveCatholic Leadership Team now in place (hopefully), let’s move on to our next assignment – **GOAL SETTING**.

This week, it’s time to **set priorities and goals**. With your team, determine the following:

1. What are you raising the money to do?

2)    Are you hoping to fund a special project or are you simply looking to raise unrestricted funds? It’s possible to do both!

Just set your sights on a **clear, realistic, achievable goal** that everyone can rally around. Make sure your messaging of the need to potential donors is sharp, well-defined and concise.

Once those goals are set, here are some others you might consider setting:

* Total Dollars Raised *(this one is important but shouldn’t be your only goal)*
* Total Number of Donors in Advanced Giving, on GivingTuesday, or combined.
* Total Number of Donors above a certain dollar level *($50 or $100 – whatever level you choose – minimum online gift is $10)*
* Total Number of New Donors
* Percent increase over 2023 #iGiveCatholic Giving Day *(for those who participated last year)*
* Number of matches or peer-to-peer fundraisers in support of your campaign

***IDEAS SPECIFICALLY FOR OUR SCHOOLS AND CAMPUS MINISTRY PROGRAMS:***

* Competition Goals for Grade Levels, Homerooms, or Alumni Years (alumni years can be actual years or by decade)- *Please note - for these types of goals, it should be about number of donors/gifts as opposed to dollars raised.*

***IDEAS FOR PARISHES:***

* Friendly competition among ministries or mass times; among staff members or between pastor and parochial vicar – *this need not be about dollars raised. It can certainly be about the number of donors or gifts.*
* Choose something fun/silly that the pastor will do if the parish meets its monetary goal – *one parish was highly motivated by their pastor agreeing to a polar plunge!*

Be prepared to announce goals in all your #iGiveCatholic campaign communications and launch quickly after an earlier one is met!

If you want to dig deeper into goal setting, check-out the new **#iGiveCatholic Goal-Setting Guide** on the [RESOURCES](http://www.igivecatholic.org/info/resources) page of our giving day site! If you need help, please don’t hesitate to reach out. We are here to support your efforts in every way.

Until next Monday,