



# 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?
- Do we have a budget for the Giving Day? If so, how much?
- What would be our ideal Giving Day scenario?



# 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



# Set S.M.A.R.T Goals!

- **Specific**
  - What do you want to accomplish? Why is it important?
- **Measurable**
  - How much? How many? When will it be accomplished?
- **Achievable**
  - How realistic is it? How much time and money will it take?
- **Relevant**
  - Does it align with your needs? Is it the right time?
- **Time Bound**
  - When do you need to achieve it? What can you do now to achieve it?

Source: mindtools.com



## S.M.A.R.T. Examples

- On our Giving Day we would like to raise \$5,000 to provide a year's worth of healthy lunches for every low income student at Middletown Elementary School.
- We need support from 100 individual donors on the Giving Day in order to unlock an additional \$10,000 from our board of trustees to break ground on our brand new outdoor theatre space in 2018.
- 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.
- If 50 new donors support our Giving Day campaign we will unlock a \$3,000 grant from the Sweetums Foundation which will allow us to complete our renovation of the nature trail in Ramset Park.



# Setting Your Goals

- Narrow in on 1-3 specific goals so that it's easier to create a strategy that will be easy for your organization to execute and for your supporters to understand and rally behind
- Determine which goals are internal vs. external
  - **Internal:** Become more familiar with online fundraising tools, strengthen relationships with board members, and incorporate the giving day into your annual appeal campaign.
  - **External:** Raise \$5,000 for new supplies, recruit 5 peer-to-peer fundraisers, and secure at least \$1,000 in matching funds prior to the day.



# Goal Minded Messaging

- Is it clear how your donors can help you reach your goals?
- Why is it critical that you meet your goals?
- Are you being consistent in your promotions & messaging?
- Are you including calls to action in your messaging?

Be clear and consistent from beginning to end!

# Sample Strategies





# 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



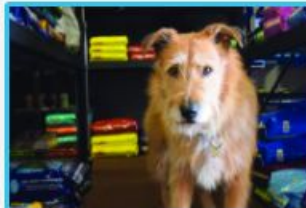
**\$5**

One bag of bones for our senior pups!



**\$10**

One blanket to keep our pups cozy.



**\$15**

One case of yummy food to feed our pups!



**\$20**

One water fountain to keep our pups hydrated!



**\$25**

One shot to keep our pups disease free!



# 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

**Logan's Pups**  
Helping find senior dogs loving homes in their last years  
Causes: **Animals, Education**

**DONATE** **FUNDRAISE**

\$263,816 Raised 32 Donors

## The Difference \$1,000 Makes

- Feeds 1 senior pup for an entire year
- Provides surgery for a senior pup in need
- Covers the cost of 5 senior pup adoptions
- Keeps our sanctuary spotless for a month
- Saves 10 dogs from being euthanized

**DONATE**

### Matches

**Debbie's Pet Supply: Super Match!**  
Our friends at Debbie's Pet Supply are matching every dollar raised up to \$1,000 to make your gift to Logan's Pups go above and beyond.

**\$1,000 MATCH** **\$900 REMAINING**

### Fundraising Champions

**Bridget Cafaro** **\$100.00**

**Aaron Godert** **\$0.00**

**Aaron Test** **\$0.00**

### Recent Donors

**Debbie's Pet Supply** **\$100.00**

**Aunt Kathy & Uncle Bill** **\$100.00**  
*Go Bridget!*



# 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 friend



## 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**



# Board Engagement Strategies

- Get your board on board early in the planning stages of the Giving Day
- Have one or several board members contribute to a matching fund
- Have your board members create their own peer-to-peer fundraisers
- Ask board members to share their personal connection to your cause
- Offer an incentive for the board member that raises the most on the day
- Have a retrospective with your board after they to include them in your efforts

Find resources on how to get your board on board  
in your Giving Day Toolkit!



# Recurring Donor Goal Strategies

- Emphasize what different amounts would do per month
  - **Example:** For just \$10 a month you can save a dog from being euthanized
  - **Example:** Skip the Starbucks once a month and keep our shelter stocked
- Highlight ease of online monthly giving
- Offer a special giving level for your loyal monthly donors
- Focus your campaign on the importance of continual support





## 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



# We're Here For You!

- Visit Our Help Center

<https://support.givegab.com/>

- Send us an email at

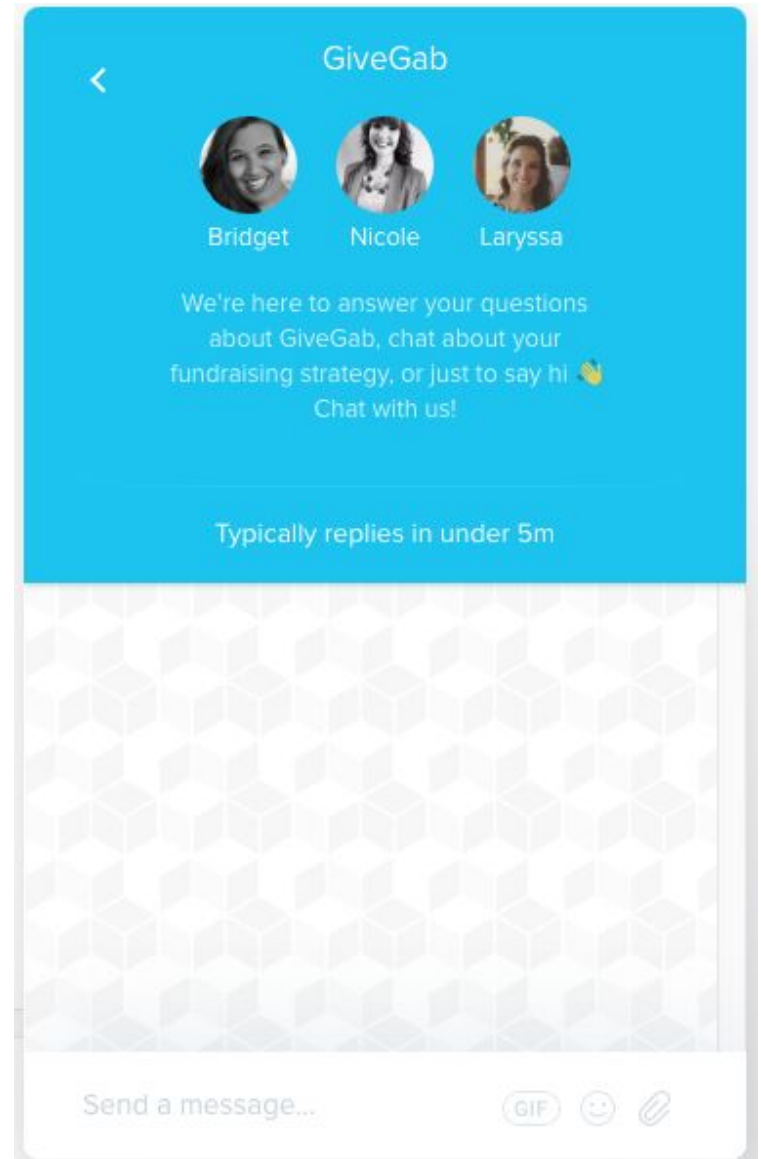
[CustomerSuccess@givegab.com](mailto:CustomerSuccess@givegab.com)

- Chat with GiveGab's Customer

Success Team whenever you have

questions or need a hand

- Look for the little blue chat bubble!





# GiveGab<sup>®</sup>

Nonprofit Giving Platform

# Thank You!

Have questions? Email us at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

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