Goal Setting Strategies

How to set the right goals and achieve them on your Giving Day

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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.

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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
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
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

- Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand
  
  ○ Look for the little blue chat bubble!
Thank You!

Have questions? Email us at customersuccess@givegab.com