



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.

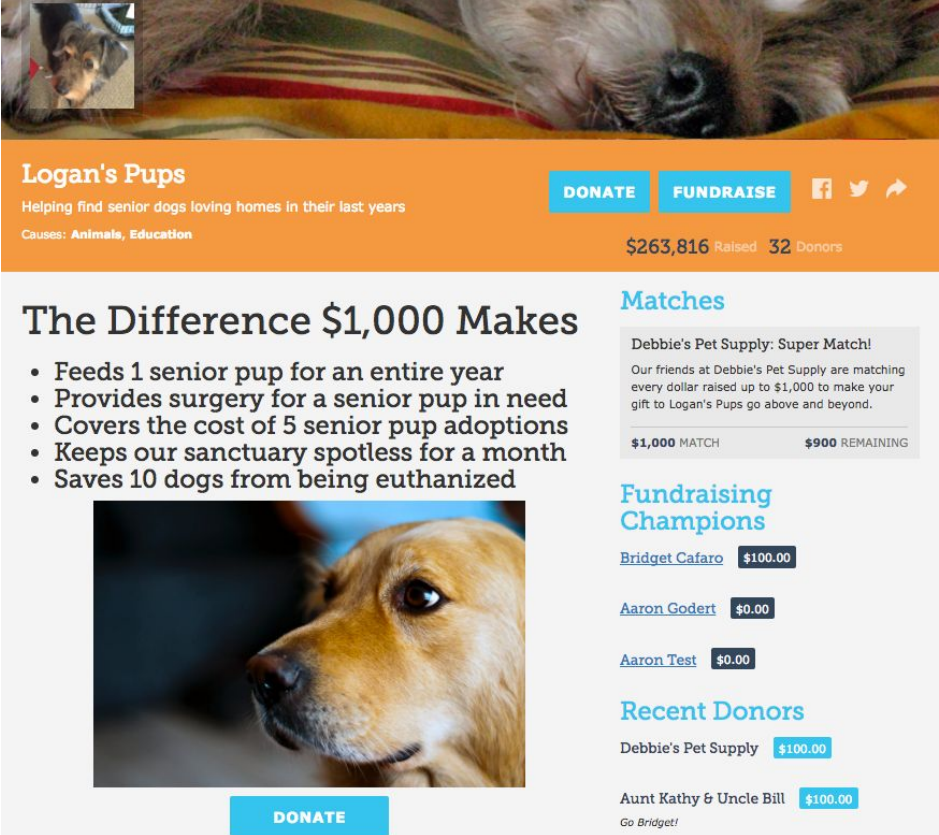
Setting Your Goals

- 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



The screenshot shows a fundraising page for "Logan's Pups" on the GiveGab platform. The page features a header with the organization's name, a description of their mission ("Helping find senior dogs loving homes in their last years"), and social media icons. A progress bar indicates that \$263,816 has been raised from 32 donors. The main content area is titled "The Difference \$1,000 Makes" and lists five key impacts of a \$1,000 donation: feeding a senior pup for a year, providing surgery, covering adoption costs, keeping a sanctuary spotless, and saving dogs from euthanasia. Below this is a large image of a golden retriever and a prominent "DONATE" button. On the right side, there is a "Matches" section showing a match from "Debbie's Pet Supply" and a list of "Fundraising Champions" with their respective donation amounts.


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**

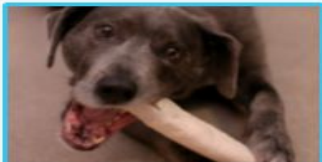
Recent Donors

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

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

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



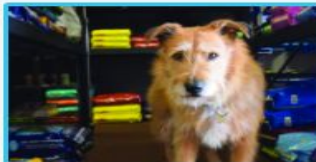
\$5

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!

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

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

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