

# Set Your Campaign Goals

When setting a goal it's important to base your decision using past campaign history and understanding any changes that are happening in your organization. Some things to consider are: an increase or decrease in number of employees/contractors, past number of donors, previous average gift and desired average gift, number of leadership givers, and average leadership gift.

If your organization has several different departments, divisions or campuses you may want to set goals for each one of those if their past campaign performances are available to you.

After reviewing and analyzing your giving history with your campaign staff, it's time to set your campaign goal. There are a number of options as listed below, but it's important to identify what will work best for your organization. Many top campaigns set a goal for their entire organization while also identifying a stretch goal for their campaign team.

## Option #1: Increase Participation

Increased # Donors \_\_\_\_\_ X Average Gift \_\_\_\_\_ = Goal \_\_\_\_\_  
(consider increasing participation level to highest in recent history)

## Option #2: Increase Average Gift

Increased average gift \_\_\_\_\_ X # Donors \_\_\_\_\_ = Goal \_\_\_\_\_  
(consider increasing average gift to highest in recent history)

## Option #3: Increase Both

Increased # Donors \_\_\_\_\_ X Increased Average Gift \_\_\_\_\_ = Goal \_\_\_\_\_

## Option #4: Increase Leadership Giving

Increased # of Leadership Givers \_\_\_\_\_  
X  
Average Leadership Gift \_\_\_\_\_  
=  
Leadership Giving Goal \_\_\_\_\_