

# 12 WEEKS OF GIVING TUESDAY

*goal setting*



## REVIEW PAST CAMPAIGNS

Which communications performed well? What donor segments were the most responsive? Identify what worked, what didn't, and general areas to improve.

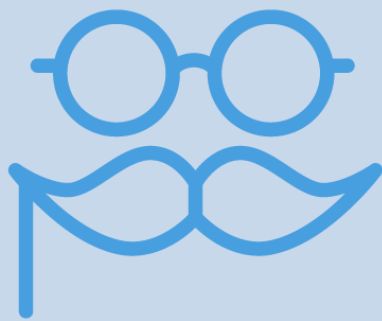
## DETERMINE YOUR NEED

Is there a program or aspect of your mission that requires more support? Pinpoint your most important priorities and what you need to achieve success. And go beyond fundraising solutions—consider volunteers, engagement, and overall awareness.



## MAKE YOUR GOAL SMART

Is your goal **specific** (focused on a clear objective), **measurable** (quantifiable with key metrics), **attainable** (aspirational, but achievable), **relevant** (supportive of your mission), and **timely** (built around established deadlines)?



## CRAFT A STORY

How do you want your supporters to feel? Develop a theme encompasses that so you can tell the story of your GivingTuesday goal in a way that resonates with people and weave it across all your campaign assets and communications.



## TRACK YOUR PROGRESS

Before you start working towards your goal, make sure to identify checkpoint dates to monitor your KPIs and overall campaign success. These should look at metrics to assess whether you're on track to accomplish your goal.

