

GOAL SETTING

Smart Goals are specific, measurable, achievable, relevant, and time-bound.

- Answer the questions: “What’s the purpose of this event?” and “How does it contribute to our mission?”
- Set goals – including a net-profit goal.
- Assign each responsibility to a team member.
- Identify milestones along the way.
- Identify challenges that will need to be overcome to attain each goal.
- Define your measures of success:
 - Attendance/Participation
 - Dollars raised
 - CPDR
 - Marketing reach
 - Social media engagement
 - New volunteers
 - Mission fulfillment
 - Efficiency/Workload
 - Participant satisfaction
 - Others
- Strive to have a CPDR – cost per dollar raised – of 25¢ or less.
 - $FC = E/GR$ (Fundraising Cost = Expenses divided by gross revenue)