

SMART Goals for Successful Fundraisers

Using the SMART framework for goal-setting will help your team set better goals that produce greater results for your nonprofit.



Specific

A good goal is clearly defined, so be as specific as possible. Your team needs to know exactly what they're working toward.

Measurable

Your goal should be measurable by your team and your supporters. Clearly communicate how much money you aim to raise and any other metrics you want to hit.

Achievable

If you set your goal too high, your team and supporters will quickly become discouraged. Be sure your target is realistic.

Relevant

Your goals should be unique to your needs. Ask yourself, "What achievements would truly move this program/project/the organization forward?"

Time-Bound

Assigning a target date for your overall goal and dates for your milestone goals will help you prioritize what needs to be done to make your fundraiser a success.