



#iGIVECATHOLIC
ON GIVING TUESDAY

GOAL SETTING GUIDE

There's no reason to wait until August to start thinking about your #iGiveCatholic GivingTuesday campaign. By considering your goals and strategies early in the year, you'll have time to incorporate any new elements before rolling them out in the fall.

Let's get started!

If you participated in #iGiveCatholic on GivingTuesday last year, start by asking these questions:

1. What worked well last year that we'd like to build upon?

2. What did not work well last year that need to change or improve this year?

Develop Your Why

Think about what challenges your organization is currently facing and what has motivated your donors to give in the past. How can your campaign respond to your organizations' challenges and meet donor motivations?

Build Your Team

Who can you ask to help support your campaign?

- | | |
|---|--|
| <input type="checkbox"/> Board Members | <input type="checkbox"/> Current members / Service-recipients / Students |
| <input type="checkbox"/> Organization Staff | <input type="checkbox"/> Former members / Alumni |
| <input type="checkbox"/> Volunteers | <input type="checkbox"/> Major / Recurring Donors |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

What pieces of the campaign will they help execute? (Social Media, Peer2Peer, etc.)

What resources do they need to be successful? (campaign language, incentives, dashboard access, fliers or other promotional materials, etc.)

Determine Your Campaign Goals

While every organization can always use more dollars, **#iGiveCatholic on GivingTuesday** is a perfect opportunity to raise funds for a project that is ...

1. Specific
2. Visible
3. Achievable

After your community achieves a goal this year that has a tangible impact they can see (new roof, repaved parking lot, new organ, updated playground, etc.) they'll be excited to take on a bigger challenge next year! Everyone loves being on a winning team.

Your goals can also include successfully using specific strategies to accomplish your Public Goals. For instance:

- If your primary goal is **MONETARY**, securing one or more **Matching Gift(s)** will be the best strategy. Organizations with Matches often raise 10x more than those who don't! Many major donors *love* the ROI of a Matching Opportunity, but make sure you leave plenty of time to identify and contact your prospects in a meaningful way that will inspire them to say YES! If they plan to use a **Donor Advised Fund (DAF)** or **Qualified Distribution** from their retirement plan, they will need a few weeks for that gift to be processed for your organization.
- If your primary goal is **DONOR COUNT**, including securing **NEW DONORS**, then you absolutely want to recruit Peer2Peer Fundraisers who can spread your campaign message to their networks, expanding your reach. Successful Peer2Peer Fundraisers are well-prepared and supported by their organization so the experience is easy and fun. Consider planning a party to train and prepare your fundraisers in the fall and communicate any incentives.

You can even set additional goals that drive engagement, visibility and recruitment!

- Amplifying Your Social Media Presence
- Increasing Your Donor Retention
- Engaging a New or Specific Subset of Your Network
- Recruiting or Engaging Volunteers

What are your organization's current metrics?

Facebook Followers: _____ Instagram Followers: _____ Twitter Followers: _____

Email Subscribers: _____ Postal Addresses: _____ Phone Numbers: _____

\$10-99 Donors: _____ \$100-999 Donors: _____ \$1000+ Donors: _____

What Are Your Organization's Goals?

Metric	Likely	Possible	Goal	Priority
Dollars Raised (\$)				
Board Participation (%)	%	%	%	
Donations (#)				
Unique Donors (#)				
Lapsed* Donors (#)				
New Donors (#)				
Sponsorships (\$ or #)				
Matching Gifts (\$)				
Matches Achieved (%)	%	%	%	
Peer2Peer Fundraisers (#)				
Peer2Peer Raised (\$)				
Volunteers Gained (#)				
Social Media Impressions				

*You define "lapsed" but it could be that they have not given in the past 365 days.

You don't have to set goals in every single area listed above! Take on what you think is manageable and achievable this year.

Based on the metric goals above, write out meaningful, measurable goals for your campaign.

Internal Goal: (i.e. become more familiar with giving day tools, strengthen relationships with board members, facilitate student-donor engagement, etc.)

Public Goal: (i.e. Raise \$5,000 to replace windows, Attract 200 donors to activate Match Challenge, Exhaust \$2,500 dollar-for-dollar Match, etc.)

Board members, staff and campaign volunteers should be aware of your Internal Goals, while you want to be sure that your Public Goals are clearly communicated to Major/Recurring Donors, Potential Sponsors, Peer2Peer Fundraisers and other community members.

Determine Your Audience

Your marketing strategy should be tailored to the audience you are targeting. You know your network best; donors who like to make gifts by mailing a check are probably better reached through traditional mail rather than a targeted social post. Segmenting your network by donor behavior will help you best determine which channels to utilize for your campaign.

What percentage of donors give

- Through an offline method (check or cash)? _____%
- Online via Credit Card or ACH? _____%

Now, based on the numbers collected above, which communication channels do you think will be the most successful with your donor audience?

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Phone Call | <input type="checkbox"/> Email | <input type="checkbox"/> Text |
| <input type="checkbox"/> Postal Mail | <input type="checkbox"/> Social Media | <input type="checkbox"/> Local Media |
| <input type="checkbox"/> Your Own Website | <input type="checkbox"/> In-Person Gatherings | |

What resources will help you effectively engage donors through the channels selected above?

- | | |
|--|--|
| <input type="checkbox"/> Photos | <input type="checkbox"/> Testimonials or Quotes |
| <input type="checkbox"/> Video | <input type="checkbox"/> Graphics |
| <input type="checkbox"/> Accurate Database | <input type="checkbox"/> Software Applications (i.e. Flocknote, Canva) |

Build Your Story

Now that you've developed your why, built your team, and determined your audience, it's time to think through your campaign story and how it aligns with donor motivation. You've determined the specific challenge your organization is trying to face – now how can your campaign story address the issues and identify the ways your community and donors will play a role in addressing the challenge?

What is the specific challenge your campaign will address?

What solution is your organization providing for this challenge?

Why is it important that your organization and donors help you address this challenge?

Who is the key storyteller for this campaign? Does their story make the reader feel compelled to give?

Build your Call-to-Action (CTA)

You've crafted your story. Now it's time to bring your donors alongside your organization and ask them to join you in solving your challenge. A call-to-action is exactly what it sounds like – it should drive your network to take a specific action.

Keep these pointers in mind when building your CTA:

- **Be Concise** – Keep it simple and state the necessities in as few words as possible.
- **Talk about the need** – While maintaining succinctness, make sure you're conveying the need. For example: "Help us send 10 teens to the 2025 Seek Conference. Donate Today!"
- **State the urgency** – create a sense of urgency to encourage your network to take action immediately. "Now" and "Today" are great options to help create that urgency.
- **Be vulnerable** – your organization is making a difference in our community. Authentic impact stories about real people and real needs are most effective in encouraging donor support.

CTA components to consider:

Give Back and Give Catholic	Fight <i>[Hunger, Homelessness, Illiteracy]</i> now!	Help to <i>[Form Future Priests, Educate our Youth, etc.]</i> today!
Donate NOW!	Double your Dollar with our Match Opportunity!	Show your support for <i>[Organization or Mission]</i> !
Become an Ambassador!	Pay it Forward!	Make a Difference!

Create your own CTA:

NEXT STEPS:

- Contact your local #iGiveCatholic administrator to discuss your plan for feedback and guidance! If you don't know who that is, click on "Diocesan Partner Contacts" at www.igivecatholic.org/info/faq for a directory of administrators! If you don't see your diocese listed, contact your local diocesan stewardship or Catholic foundation office – or just reach out to info@igivecatholic.org to connect you!
- Attend any local trainings or gatherings hosted by your diocese and/or view any relevant trainings at www.igivecatholic.org/info/trainings
- Identify and cultivate prospects for Matching Gifts, Sponsorships and/or Peer2Peer Fundraisers. Create materials that explain your campaign goal and invite them to join you in this exciting opportunity!
- Plan to REGISTER for #iGiveCatholic on GivingTuesday in mid-August!