

# GivingTuesday Goal-Setting Exercise

Setting your goal(s) for GivingTuesday will guide your future giving season campaigns by providing **direction for your efforts, uncover results, and make the case for support.**

**Effective goals are specific, measurable, attainable, relevant, and time-bound.** Let's put that into action by turning a general goal into a specific one.

**General goal:** *Raise as much money as possible on GivingTuesday*

This doesn't tell you what success looks like, when it'll happen or how you get there. **How would you change it to be, SMARTer?** Share in the box below.

**Considerations:** *What are you trying to accomplish, beyond dollars raised? What is your organization most skilled at? What activities are you likely to engage in and how will you measure success in that activity?*

## Keep this in mind when setting your goal(s) for GivingTuesday this year

- What are your top objectives and how will your GivingTuesday campaign help?
- Does this goal fit within your current capacity?
- How will you track and measure the impact of your campaign?
- What assumptions are you making about participation?
- How will you explain success or challenges to your team?

**Need more?** Check out Week 4 in our content series at [GivingTuesday.org/Participate](https://givingtuesday.org/Participate) and follow us on social media for more resources ahead of **GivingTuesday on Dec 2.**

[GivingTuesday.org/Participate](https://givingtuesday.org/Participate)

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