

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 one of your general goals into a clear, actionable *SMART* goal.

General goal:

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? 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.**

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GIVINGTUESDAY