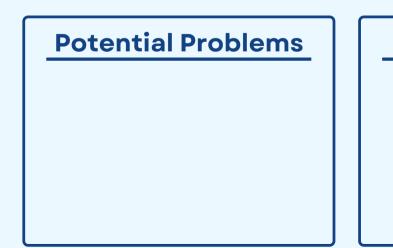
# **Goal Planner**



**Motivation** 

## Actions to Take



Progress Tracker

# **Example Goal Planner**

#### Goal

Increase donor database by 20% by year-end

# Motivation

More people will be aware of our cause, boost outreach and funds

## Actions to Take

- 1. CRM training for all staff
- 2. Social media campaign to boost visibility
- 3. P2P walk-a-thon August 27th

#### **Potential Problems**

- Summer time is slow for donor aquisition
- Donation process too complicated

#### **Progress Tracker**

- Facebook page set up and posting stories
- Promoting mobile giving to simplify donation process