

Goal Planner

Goal

Motivation

Actions to Take

Potential Problems

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 acquisition
- Donation process too complicated

Progress Tracker

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