

---

# Community Fundraiser Goals

---

## 1) Fundraising Goals:

### a. Develop and implement a comprehensive fundraising strategy

- i. Create a strategy to increase annual revenue by 20%, utilizing data insights and aligning with organizational growth goals. Implement by the end of Q1 and reviewed quarterly.
- ii. Measurement: Track revenue growth through financial reports

### b. Secure Major Gifts and Sponsorships

- i. Obtain 10 major gifts and 5 corporate sponsorships by year-end through targeted outreach.
- ii. Measurement: Monitor secured gifts and sponsorships using donor management systems

## 2) Outreach Expansions:

### a. Expand Awareness

- i. Increase regional engagement metrics by 30% by the fiscal year-end using current and new outreach channels.
- ii. Measurement: Analyze engagement metrics through digital analytics and social media reports.

### b. Strengthen Community Relationships

- i. Establish partnerships with at least 15 new community leaders or organizations by September 30.
- ii. Measurement: Track new partnership agreements and collaboration activities.

## 3) Strategic Planning and Leadership:

### a. Develop Multi-Year Fundraising Strategy

- i. Create and secure board approval for a multi-year strategy by March 31.
- ii. Measurement: Review completed strategy document and board approval.

### b. Achieve Regional Fundraising Targets

- i. Reach the agreed upon fundraising goal for each quarter.
- ii. Measurement: Monitor progress through fundraising reports and financial tracking.

## 4) Donor Relations and Retention:

### a. Cultivate High-Value Donors

- i. Increase engagement from the top 20% of donors by 25% by Q2 using targeted communication and recognition.
- ii. Measurement: Track engagement levels and feedback from major donors.

### b. Implement Donor Recognition Programs

- i. Launch recognition programs and boost donor retention by 15%.
- ii. Measurement: Monitor retention rates and participation in recognition programs.

**5) Data and Reporting:**

**a. Utilize Donor Management Systems**

- i. Ensure 100% of donor interactions are accurately recorded and reported monthly.
- ii. Measurement: Conduct audits of donor records and reporting accuracy.

**b. Prepare Fundraising Performance Reports**

- i. Deliver monthly fundraising performance reports to leadership.
- ii. Measurement: Review report submission dates and content.

**6) Financial Management:**

**a. Develop and Manage Fundraising Budget**

- i. Stay within 5% of the budget and provide quarterly updates.
- ii. Measurement: Compare actual expenditures to the budget and review financial reports.

**b. Ensure Compliance with Regulations**

- i. Pass all internal and external audits without significant findings through annual reviews.
- ii. Measurement: Audit results and compliance checklists.

**7) Incentive based goal details to be communicated during interview.**