
Head of Fundraising and Outreach 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

c. Execute Regional Fundraising Campaign

- i. Raise \$1,000,000 through a high-impact campaign launched by June 1 and concluding by August 31.
- ii. Measurement: Track fundraising totals and metrics using donor management tools.

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 a \$500,000 fundraising goal for the Western region by December 31.
- 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 June 30 using targeted communication and recognition.
- ii. Measurement: Track engagement levels and feedback from major donors.

b. Implement Donor Recognition Programs

- i. Launch two new recognition programs and boost donor retention by 15% by August 31.
- 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 by June 30.
- ii. Measurement: Conduct audits of donor records and reporting accuracy.

b. Prepare Fundraising Performance Reports

- i. Deliver monthly fundraising performance reports to leadership starting January 31.
- 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 Base: Fundraising Milestones

- i. Achieve specified fundraising targets throughout the year.
- ii. First 6 months: \$100K
- iii. Second 6 months: \$150K (\$250k total for first year)
- iv. Achieve a cumulative fundraising benchmark of \$250,000 per year, with year-over-year increases based on performance goals established at the beginning of each year.

8) Donor Acquisition and Retention

- i. Secure new major donors (key supporters) contributing significant support.
- ii. First 6 months: 5 Key Supporters
- iii. Second 6 months: 10 Key Supporters
- iv. Maintain 90%+ donor retention rates for key supporters.

9) Event-Based Performance

- i. Successfully organize fundraising events that meet or exceed targeted goals.
- ii. First 6 months: Organize 1 event that generates at least \$50K
- iii. Second 6 months: Organize another 2+ events that generates a total of at least \$100K in raised funds
- iv. Coordinate multiple events that collectively reach substantial fundraising outcomes.

10) Team Management and Outreach

- i. Build and manage a high-performing fundraising team with members achieving individual targets.
- ii. Develop strategic partnerships with community leaders, faith-based organizations, or corporate sponsors to expand outreach.