



## Tricks to Campaign Team Goals that Yield Success

Below are different ways to approach your Campaign Teams \$ fundraising goal to utilize it as a tool for success!

- **Breaking your Teams \$ Goal Down:**

Rookie teams usually set a goal of \$2,500. If you have 5 people on a team you can break that goal down to \$500 a person. Setting individual goals can be helpful to keep all team members accountable.

- **Set Weekly Goals:**

To reach your overall fundraising goal, it helps to break up the \$ amount over however many days or weeks you're fundraising. For example; if you goal was to raise \$1,000 in four weeks, you could try to raise \$250 each week.

### Which of the Two Asks Sounds Better?

"Please help me reach my goal of \$1,000 by the end of the month!"

"I'm only \$35 away from reaching my goal of raising \$250 this week. Who wants to put me over the top?"

The first appeal has a big goal and a far-off deadline. Someone reading might think, "I've got plenty of time. I'll do it later" or "My small donation wouldn't make a difference."

The second appeal, there's a sense of urgency and the goal is within reach, giving donors a feeling they are a part of the "win". Think of it like a basketball game, people rarely remember the first goal, but they always remember the winning one!

- **Connecting Your Goal w/ Potential Donors:**

Each team will have their own \$ fundraising goal that will differ upon team experience and size. A proven successful practice is connecting your \$ goal with a tangible need providing supporters with a concrete image of the impact their donation can have. For Example:

| Team \$ Fundraising Goal | Club Cost                             | Breakdown     | Updated Tangible Goal  |
|--------------------------|---------------------------------------|---------------|--|
| \$2,500                  | \$25 Sponsors 1 child for summer camp | 2,500/25= 100 | Our team's goal is to raise the funds that could sponsor 100 kids to attend summer camp! |

See next page for list of different Club costs to make your goal more tangible and relatable to potential donors.

1. **\$25** sends 1 child to summer camp for 1 week
2. **\$30** provides 1 hour of homework help and tutoring
3. **\$65** provides 1 hour of gang and drug resistance education
4. **\$90** provides annual membership for 12 youth in need
5. **\$150** provides 1 full week of Power Hour homework help for 25 Club Members
6. **\$500** provides 1 full week of healthy after-school snacks for 1 of our Clubs
7. **\$1,000** provides education supplies in 1 Club
8. **\$2,500** fuels activity buses for 50 field trips
9. **\$5,000** provides team sports leagues for 250 members