

Our 2024 Giving Day Goal as of:  
Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Based on your priority of the goals  
above, write out meaningful,  
measurable goals for your  
campaign team.

Internal Goal: \_\_\_\_\_

Board Goal: \_\_\_\_\_

Public Goal: \_\_\_\_\_

Metric	Prior Year	Goal	Goal Priority
Dollars Raised (\$)			
Board Participation (%)			
Matching Gift			
Increased Gifts (#)			
Returning Donors			
New Donors			
# of gifts between \$10 & \$100			
# of gifts between \$100 & \$1,000			