

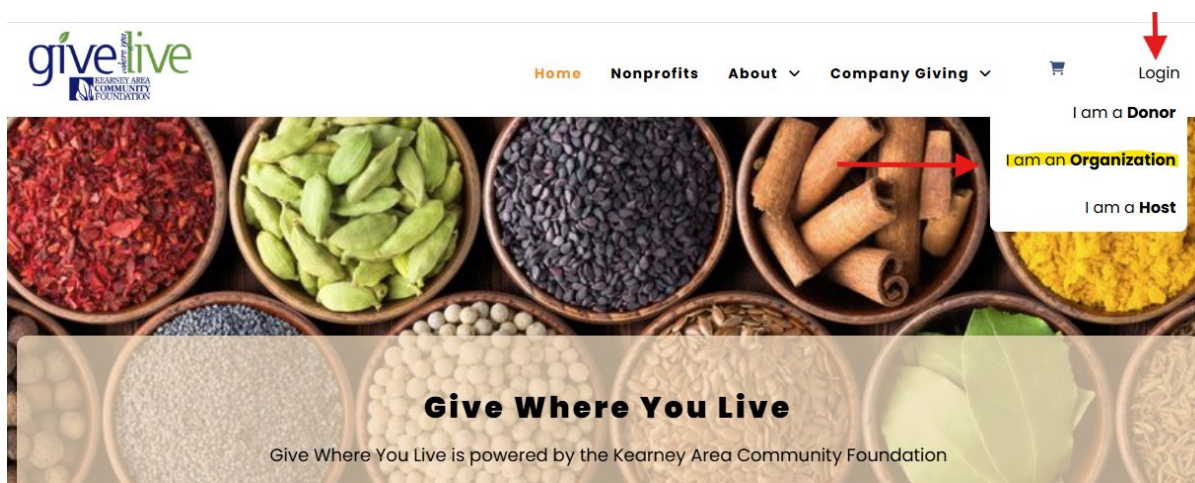
Why your organization should set an event goal.

Neon One, the funding platform that we use, has seen the success of this feature. Note why they encourage nonprofits to use it by stating, “Setting a clear and achievable goal can inspire donors to contribute and help them see the impact of their donations. A well-defined goal creates a sense of purpose and urgency, motivating donors to help you reach or exceed this target. If potential donors see that you are approaching your goal, they may be inspired to give more.”

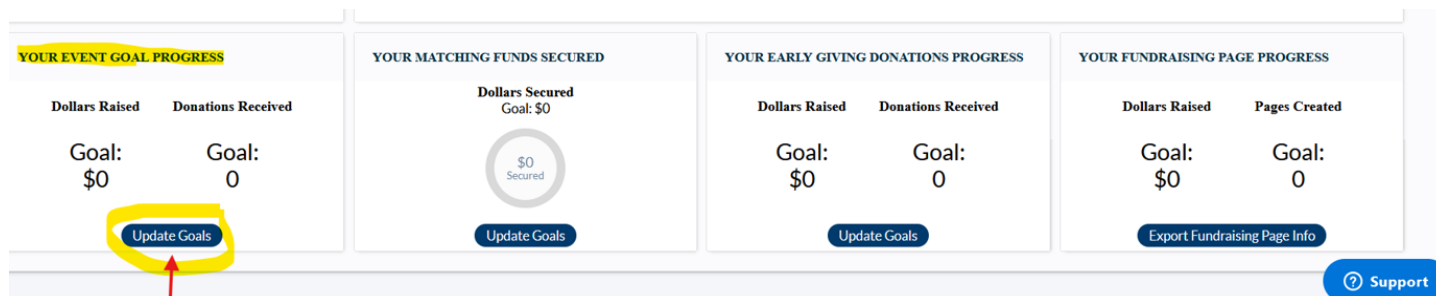
How to set your event goals:

1. Log in to your organization’s page on givewhereyoulive.net

- Hover over “Login” in the top right-hand corner of the site and select “I am an Organization”.



2. On your dashboard in the left lower corner, click on “Update Goal”



3. Add an overall Event Goal (highlighted below in the screenshot). Reminder: these are public and you can update anytime during the campaign and during the Giving Day.

Set some fundraising goals!

Overall Event Goals

Event Goal ?

\$

Event Goal - Number of Donations ?

Matching Fund Goal ?

\$

Have you secured any matching funds yet?

☐ Yes ☐ No

Your Total Last Event ?

\$0.00

Your Count of Donations Last Event ?

0

Early Giving Donations Goals

Early Giving Goal ?

\$

Early Giving Goal - Number of Donations ?

Your Early Giving Total Last Event ?

\$0.00

Your Count of Early Giving Donations Last Event ?

1

Cancel

Submit

Neon One's best practices:

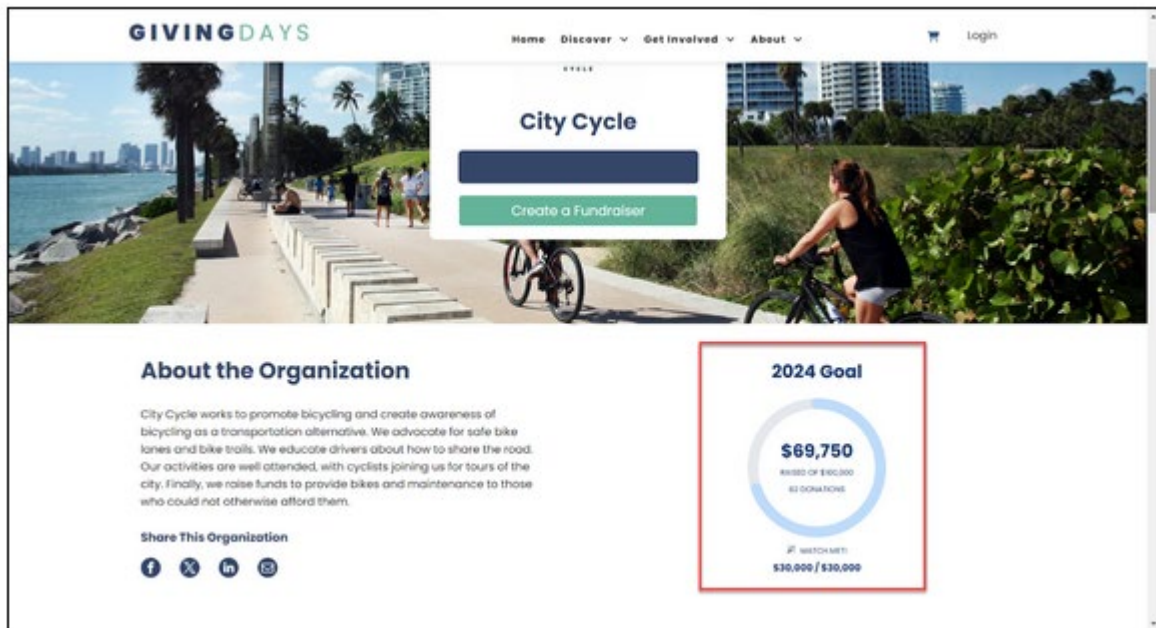
- Select a reasonable goal - Choose a goal that is achievable and reflects your organization's needs.
- Highlight progress - Regularly update donors on your progress to encourage further donations.

Note: Hover over the Tooltip icon ? to find out more about each field.

When you are finished updating, you can click the '**Submit**' button at the bottom of the window.

A goal wheel will be public on your *Give Where You Live* profile during Early Giving and the Giving Day. It will display your overall event goal, how much you've raised and number of donations.

You can view it on your profile page. Here is a sample:



Note: If you reach your goal, you can update the amount through 11:59 p.m. on December 4, 2025.

If you have any questions regarding setting goals, please contact us
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