

Be **SMART** With Year-End Fundraising

S.M.A.R.T. objectives allow you to effectively develop strategies and tactics to achieve success in you year-end objectives.

Specific

Do you have a specific dollar amount in mind that you want to raise before December 31st?

Measurable

How do you plan to attribute all gifts made in response to your year-end campaigns?

Attainable

Compared to last year, what year-over-year increase can you expect?

Relevant

Why should your audience care about your organization?

Time-Based

What is your deadline? How can you take advantage of deadline(s) to drive urgency?

