

# Individual Fundraiser Goal Setting Worksheet

Use this worksheet to define your personal fundraising goals, identify potential donors, and plan your action steps. Print this page to keep your goals highly visible.

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## 1. General Information

<b>Fundraiser Name:</b>	<input type="text" value="Your Name"/>
<b>Campaign / Cause Name:</b>	<input type="text" value="e.g., Annual Charity Walk"/>
<b>Campaign Start Date:</b>	<input type="text" value="MM/DD/YYYY"/>
<b>Campaign End Date:</b>	<input type="text" value="MM/DD/YYYY"/>

## 2. Financial Goal Breakdown

Calculate your target numbers to make your primary goal more manageable.

<b>My Total Fundraising Goal (\$):</b>	<input type="text" value="\$0.00"/>
<b>Estimated Average Donation Amount (\$):</b>	<input type="text" value="\$50.00"/>
<b>Number of Donors Needed to Reach Goal:</b> <small>(Total Goal divided by Average Donation)</small>	<input type="text" value="e.g., 20 donors"/>

## 3. Prospect & Donor Outreach Strategy

Identify who you will reach out to and how you plan to connect with them.

Donor Category	Target Number of People	Primary Outreach Method (Email, Social, Phone, In-person)
Close Family & Friends	<input type="text"/>	<input type="text"/>
Colleagues & Co-workers	<input type="text"/>	<input type="text"/>
Community/Social Networks	<input type="text"/>	<input type="text"/>
Past Donors / Supporters	<input type="text"/>	<input type="text"/>
Other Prospects	<input type="text"/>	<input type="text"/>

## 4. Action Plan & Milestones

Set specific deadlines to track your progress throughout the fundraising period.

Milestone Goal	Target Date	Completed? (Yes/No)
Draft my fundraising story / personal appeal text	<input type="text"/>	<input type="text"/>
Reach 25% of my total fundraising goal	<input type="text"/>	<input type="text"/>
Reach 50% of my total fundraising goal	<input type="text"/>	<input type="text"/>
Reach 75% of my total fundraising goal	<input type="text"/>	<input type="text"/>
Send final updates and thank you notes to all donors	<input type="text"/>	<input type="text"/>

## 5. Personal Motivations & Notes

Remind yourself why this cause is important to you. Use this perspective when talking to donors.

### Why am I fundraising for this cause?

Write your personal connection to the cause...

### Key talking points I want to share with prospective donors:

Point 1

Point 2

Point 3