

## Fundraising Goal-Setting Worksheet

Achieving your fundraising goals starts with a clear plan. Use this worksheet to outline your objectives, track progress, and stay organized throughout your event planning process.

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### Step 1: Define Your Fundraising Goal

- **Total Amount to Raise:** \$ \_\_\_\_\_
  - **Purpose of Funds (e.g., new equipment, donations to charity, etc.):**
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- **Non-Financial Goals:**  
(e.g., Increase awareness, build community engagement, attract new donors)
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### Step 2: Break Down Your Goal

**Estimate the number of participants and their expected contributions:**

- Number of Participants: \_\_\_\_\_
- Average Contribution per Participant: \$ \_\_\_\_\_
- Total Estimated Contributions: \$ \_\_\_\_\_

**Add Other Revenue Sources:**

- Sponsorships: \$ \_\_\_\_\_
- Product Sales: \$ \_\_\_\_\_
- Donations: \$ \_\_\_\_\_
- Other (e.g., raffles, auctions): \$ \_\_\_\_\_

**Grand Total:** \$ \_\_\_\_\_ *(Ensure this matches or exceeds your total fundraising goal!)*

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### Step 3: Create a Timeline

**Key Milestones:**

1. **Event Launch Date:** \_\_\_\_\_
2. **Promotion Start Date:** \_\_\_\_\_

3. **Participant Sign-Up Deadline:** \_\_\_\_\_
  4. **Event Day:** \_\_\_\_\_
  5. **Follow-Up and Thank-Yous:** \_\_\_\_\_
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#### Step 4: Plan Your Resources

- **Team Members Needed:** (e.g., Event Coordinator, Marketing Lead, Volunteer Manager)
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- **Budget:**
  - Venue Costs: \$ \_\_\_\_\_
  - Marketing: \$ \_\_\_\_\_
  - Supplies: \$ \_\_\_\_\_
  - Other Expenses: \$ \_\_\_\_\_

**Total Budget:** \$ \_\_\_\_\_

- **Fundraising Tools to Use:** (e.g., social media platforms, email campaigns, crowdfunding tools)
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#### Step 5: Track Progress

Goal Type	Target	Achieved	Remaining
Financial Goal	\$ _____	\$ _____	\$ _____
Number of Donors	_____	_____	_____
Number of Participants	_____	_____	_____

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#### Step 6: Evaluate and Improve

After your fundraiser, take a moment to reflect on the outcomes:

- **What Worked Well?**
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- **What Could Be Improved?**

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- **Ideas for Future Events:**
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**Bonus Tip:**

Use this worksheet for every fundraiser you plan! Consistent goal-setting and tracking will make your events more successful and stress-free over time.

*Need help planning your event? Visit [Midland Fundraising](#) for expert tips and tools to make your fundraiser a success!*