

● MYM 301

# SETTING THE RIGHT GOAL

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## Congratulations!

You have taken action and are moving forward. Now it's time to decide what your goal amount will be.

By now you have decided to raise money for your cause or opportunity. This step is important and will help not only you but all your donors as well. People want to know the end game. This helps them see how much of the solution they are. Truthfully you need to know the end game as well. Fundraising is a sprint not a marathon.

## The goal gives you a finish line.

Yes, this may be your first fundraising campaign but it is not THE 1st fundraising campaign. Billions of dollars have been raised with crowdfunding and millions of lives improved. So look at other campaigns that are similar to your situation. What goals did they set? What costs did they account for?

As part of your story, break down what the costs are and where all the money will go. This will help donors to trust the campaign. It also helps you confirm you have covered all the costs.

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If you are doing a specific project, like raising money for blankets for the homeless, guide the donors. Include in your campaign what a single blanket costs so donors know. If they cost 20 dollars, put that in your campaign and ask people to donate 1 or more blankets. Even suggest that maybe 4 people get together and each donate 5 dollars. Give options. It all helps.

**Remember the money is  
not the emotion. What  
the money will do is the  
emotion.**

Set the goal.



**and start speaking the goal as if it is already done.**

Think, speak and believe in your goal and the good things the money will do.

Go for it.



**You've got this!**



**Continue to the next course:  
MYM 401**

**Writing Your Story to Move the Crowd**