



GOAL SETTING

WHAT YOU NEED TO KNOW

During the course of the school year, your team needs to set - and achieve - several goals. You will also learn how your team can stand out, how much money to ask for, how to set and end date...

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WHY SETTING A GOAL MATTERS

DONORS WANT TO FEEL GOOD ABOUT GIVING. THEY WANT TO KNOW WHAT CAUSE THEIR MONEY IS GOING TOWARD, WHOM IT IMPACTS AND - **WHY IT MATTERS**. A CLEAR FUNDRAISING GOAL HELPS SUPPORTERS PICTURE YOUR BUS TRIP TO REGIONALS... NEW UNIFORMS... OR A 3D PRINTER... AND SEE HOW THIS GOAL HELPS YOUR TEAM DO AWESOME THINGS.

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WHERE TO START

DECIDE WHAT YOU WANT TO ACCOMPLISH WITH THE MONEY YOUR TEAM RAISES. IS IT FOR FEES? UNIFORMS? TECHNOLOGY? A PLAYGROUND? TRAVEL? WHATEVER THE CASE MAY BE, KNOWING THIS WILL HELP YOUR GOAL PROCESS.

Consider

1. MY GOAL IS SPECIFIC ENOUGH FOR SUPPORTERS
2. MY GOAL IS LARGE ENOUGH TO BE MEANINGFUL

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MAKE YOUR TEAM STAND OUT!

Use Media

THERE ARE A LOT OF TEAMS ON EDCO, MAKE SURE YOU STAND OUT FROM THEM.

USE AN IMAGE AND A STRONG HEADLINE...IT'S WHAT DONORS WILL SEE FIRST.

WHEN POSSIBLE, USE PHOTOS THAT: INCLUDE YOUR TEAM, ARE OF DECENT QUALITY, AND ARE A GOOD REPRESENTATION OF WHAT YOUR TEAM, CLASSROOM OR GROUP IS DOING.

HAVE A VIDEO? GREAT, YOU CAN USE BOTH.

OTHER BEST PRACTICES INCLUDE PROVIDING UPDATES, SHARING ON SOCIAL MEDIA AND ATTEMPTING TO GET PRESS.

CREATE A GOAL DESCRIPTION

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THIS IS WHERE YOU ADD DETAIL ABOUT YOUR GOAL. IT'S A GREAT PLACE TO SAY **WHO**, **WHAT**, **WHEN** AND **WHY** YOUR GOAL IS IMPORTANT.

QUESTIONS TO ASK

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HOW COULD REACHING YOUR GOAL IMPACT YOUR CLUB... FOR ITS MEMBERS... FOR THE LOCAL COMMUNITY?

WHY IS THIS GOAL IMPORTANT TO YOUR TEAM... TO YOUR SCHOOL... TO YOUR TOWN OR CITY?

HOW MUCH TO ASK FOR!?

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CAREFULLY CONSIDER HOW MUCH MONEY YOU NEED TO RAISE TO MEET YOUR GOAL. THIS MIGHT REQUIRE MAKING A LIST OF EXPENSES FOR TRAVEL PLANS, OR IT COULD BE A SIMPLE AMOUNT BASED ON THE PRICE OF AN ITEM OR AN ENTRANCE FEE. DO BE SURE TO INCLUDE A SMALL BUFFER WITHIN YOUR BUDGET TO ACCOUNT FOR THINGS LIKE SHIPPING FEES, TAXES, AND THE EDCO 4.9% FEE ASSOCIATED WITH YOUR ACCOUNT.

Budget Wisely

OUR RECOMMENDATION IS TO ASK FOR AN ADDITIONAL 10% ON TOP OF WHATEVER THE ACTUAL GOAL IS TO COVER THE EDCO FEE AS WELL AS ANY UNFORESEEN EXPENSES, ETC...

(With Edco, you keep all of your funds regardless if you reach your goal or not).

DEADLINES ARE A MUST!

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WE ALL KNOW THAT THERE IS NOTHING LIKE A DEADLINE TO GET PEOPLE WORKING. CREATING A SENSE OF URGENCY IS AN IMPORTANT STEP FOR YOUR FUNDRAISER. IF YOU TELL SOMEONE THAT YOU HAVE ONLY FIVE DAYS LEFT TO RAISE MONEY, THEY'LL FEEL THE PRESSURE AND WILL BE MORE LIKELY TO GIVE.

ON EDCO, YOU MUST SET AN END DATE FOR YOUR FUNDRAISING GOAL. THIS DATE CAN BE BASED ON AN OUTSIDE DATE, LIKE A COMPETITION ENTRY DEADLINE, OR BE AN ARBITRARY DATE YOUR TEAM WANTS TO SHOOT FOR. ALWAYS LEAVE YOURSELF WIGGLE ROOM BY ADDING A FEW ADDITIONAL DAYS JUST IN CASE. IF YOU ARE REQUESTING TO GET YOUR FUNDS VIA A PREPAID CREDIT CARD, PLEASE NOTE THAT IT WILL TAKE AT LEAST 10 BUSINESS DAYS TO RECEIVE THE CARD.

FOR MORE INFORMATION ON PAYMENT, PLEASE VISIT OUR TERMS PAGE WWW.ED.CO/TERMS.

1. YOU CAN ONLY HAVE ONE ACTIVE GOAL AT A TIME.
2. YOU CAN SET NEW GOALS AS OFTEN AS YOU LIKE.
3. ALL GOALS END IMMEDIATELY BEFORE MIDNIGHT EASTERN TIME ON THE END DATE YOU SELECT.

- Review previous team budgets for the “actual” cost of recurring expenses.
- Monitor progress toward your financial goal once you start fundraising to determine if you need to adjust your strategy or get more teammates involved in the fundraising effort.

TIPS &
GUIDELINES