



# SMART Fundraising Planning Guide

It's important to have a goal in mind when you are planning a Chapter Fundraising Event. SMART goals are specific, measurable, attainable, relevant and timely. Consider the questions below as you plan your Fundraising Event using the SMART acronym as a framework:

**S**

## **SPECIFIC**

- Who is the audience for your fundraiser? Who will help to make it a success?
- What will you be selling or what service will you be providing to raise money?
- When should the fundraiser be held in order to maximize profits?
- Where is the best location for the fundraiser?

**M**

## **MEASURABLE**

- What amount of money would you like to raise with your fundraiser?
- How will you track progress toward your goal?
- Besides amount raised, what are other indicators of success for a fundraiser?
- How will you know that your fundraiser was successful?

**A**

## **ATTAINABLE**

- Is your fundraising goal challenging but realistic?
- Will it be possible to accomplish all of your goals related to the fundraiser?
- Will the goals you set help to keep you motivated?
- Do you have everything you need to be successful?

**R**

## **RELEVANT**

- How will the profits from the fundraiser be used?
- Is using the funds in this way meaningful to you?
- Does this type of fundraiser align with your Chapter's values and beliefs?
- How would a successful fundraiser contribute to the Chapter's goals?

**T**

## **TIMELY**

- When do you need to start planning in order to have a successful fundraiser?
- How much time do you have to plan your fundraiser?
- When will your fundraiser begin and end?
- When will all funds be collected and deposited into your Chapter account?