



## 2017 SMART Fundraising Goals - AdventureFund

**Overall Fundraising Goal:** Increase fundraising income by 25% compared to 2016

**STRATEGY FOCUS** Growth through donor empowerment and retention

### FOCUS AREAS

### OBSTACLES

### TARGETS

#### Donor Acquisition

- Invest in Facebook ads to promote our ongoing impact stories to like audiences
- Build out a friends program that invites current donors to leverage their networks to help us reach new donor audiences
- Hire a community partnerships manager

- Historic budget allocations
- Q1 budget limitations and cash flow
- Lack of board engagement
- Staff recruitment challenges

- Acquire 200 new donors in 2017
- Increase social media reach by 200%
- Develop 3 new community partnerships

#### Donor Engagement

- Build out a middle donor program focused on giving upgrades
- Run a peer-to-peer campaign in the spring and then again for Giving Tuesday
- Launch 2x donor thank/engagement events

- Small staff; no time to hard
- Development team turnover
- Historically limited focus on donor engagement

- Increase the avg giving per donor by 10%
- Recruit 15 donors to do peer-to-peer
- Raise > \$50,000 through two new donor thank you events

#### Donor Retention

- Move from reactive only (i.e. thank you notes) cultivation to proactive donor retention programs (i.e. quarterly outreach with impact reports)
- Produce a monthly newsletter for donors (focused on impact; not an ask)
- Launch a quarterly donor survey (NPS method)

- No processes; need to systematize
- Board doesn't see this as top priority
- Competing priorities/new donor acquisition typically gets priority (not a good thing)

- Upgrade 20 donors to recurring giving
- Retain 70% (10% increase) of 2016 donors
- Reduce donor follow-up to < 1 week