**Student Title: Magee, Tim. Mentored Fundraising Assignment 1**

**Student Date: Student Date Goes Here**

**Magee Example Mentored Fundraising Project Assignment 1**

**6-Month Mentored Nonprofit Fundraising Certificate Program**

**Center for Sustainable Development.** <https://nonprofit.csd-i.org/nonprofit-fundraising-training-certificate/>

**Use this Document as your template for your assignment.**

**Assignment 1.** 1) Define your goals for online nonprofit support and 2) the type of new individual supporters you are looking for. Do you want supporters that give a donation, volunteer, subscribe? How many do you need to meet your goal? 3) Prioritize one goal to be used in this training program.

**1. Your simple list of a group of goals that you have chosen.**

Last fall the Claremont Food Bank went through a process of refining our goals for this coming year. Most of the general goals were the same from the previous year, but each year refinements have made them more and more specific.

Potential goals that could work for the purposes of this course could include goals for which we currently don't have campaigns—or goals whose existing campaigns are dated and need a revision to meet current requirements.

**Here is a list of goals that we want to develop new campaigns for:**

**Goal 1: Increase Volunteers in Our Growing Food Bank Programs**

Over 14 years hundreds of people have volunteered at the food bank. As we became more management savvy, we began looking specifically for skilled volunteers. Today, we have 24 regular volunteers who are responsible and know their jobs. As our programs have been expanding we would like to add another 20 responsible, skilled volunteers to the team.

**Goal 2: Increase Donations from Individuals**

We've received a number of donations over the years from individuals who have found our website during a Google search process. However, we haven't as of yet developed a campaign targeted towards finding new donors. Our typical donors today come from many different backgrounds and demographics, have different interests—and contribute varying amounts of money. It is difficult to write a donation appeal that meets all of their varied interests. We feel that developing a more focused campaign to engage with a more targeted, homogenized new group will make it easier to market to them and will increase donations.

**Goal 3: Increase Newsletter Subscriptions from Targeted Subscribers**

Since we began getting serious about our newsletter five or six years ago, our list grew to around 3,000 subscribers. The vast majority of these subscribers found us on the Internet organically: meaning they were searching for something to do with nonprofits and stumbled across our website—and then signed up for our newsletter. The challenge with this is that it makes it difficult to target a campaign to such a varied, unfocused group.

So a goal for this year is to set up a campaign to increase our subscriber list with subscribers who have a specific interest in what we do.

We will develop several call-to-action webpages aimed at several different focus groups. We're going to try and segment these new subscribers through the call-to-action webpages into three separate lists so that we can send targeted newsletters to the three new lists that will encourage them to 1) donate, 2) volunteer, or 3) utilize our services.

Looking back, we brought in 500 new subscribers in the first 12 months of receiving subscribers. Since we've become more sophisticated at capturing subscribers, we feel that 1000 new subscribers brought in from a campaign in 12 months is an achievable goal.

**2. Quantify your goals.**

**Goal 1: Increase Volunteers in Our Growing Food Bank Programs**

* Who: Community members.
* How many: 20 new people to volunteer for between four and eight hours a month.
* How much: N.A.
* When: over 12 months
* Where: Volunteers will be from Claremont and surrounding towns.

**Goal 2: Increase Donations from Individuals**

* Who: Community members hoping to positively impact challenges that he Claremont Food Bank is working to solve.
* How many: 200 new donors.
* How much: $100 average donation X 200 donors = $20,000.
* When: over 12 months
* Where: Donors will be from Claremont and surrounding towns.

**Goal 3: Increase Newsletter Subscriptions from Targeted Subscribers**

* Who: community members, potential donors, potential volunteers, potential clients.
* Who: people who have made donations, volunteered or who visited the food bank—but didn't subscribe to the newsletter.
* Who: our clients who visit our food bank.
* Who: local supermarket and restaurant decision makers.
* How many: 1,000 new, targeted subscribers.
* How much: N.A.
* When: over 12 months
* Where: subscribers will be from Claremont and surrounding towns.

**3. Prioritization.** For the purposes of this course, choose one of your goals that will be best for developing your first campaign.

After sharing the simple list of quantified goals with my coworkers, we decided to assign this goal to be the priority for our first/next campaign:

**Goal 3: Increase Newsletter Subscriptions from Targeted Subscribers**

* Who: community members, potential donors, potential volunteers, potential clients.
* Who: people who have made donations, volunteered or who visited the food bank—but didn't subscribe to the newsletter.
* Who: our clients who visit our food bank.
* Who: local supermarket and restaurant decision makers.
* How many: 1,000 new, targeted subscribers.
* How much: N.A.
* When: over 12 months
* Where: subscribers will be from Claremont and surrounding towns.

I then saved my template of my goal description to my campaign notebook.

We will use what we learn in the course to develop campaigns for the other two goals after the course ends.

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