

SETTING A CHAPTER GOAL

So we make it our goal to please Him (2 Co. 5:9 NIV)

Setting a Chapter goal can be tricky. Set it too low and people may lack motivation but set it too high and they might feel intimidated. Ultimately the results of every fundraiser (and everything we do!) are up to God so seek His guidance, pick a number, start fundraising and see what God will do!

GATHER THE DATA

PAST RFS RESULTS

- Find out how much money your Chapter has raised for the last 2-3 years.
- What fundraisers were completed over the past few years and how much did they raise? (Ballpark numbers are fine)
- If you don't know your RFS totals from previous years contact Gunta at RFS@cmausa.com to see if she can provide this information

FUNDRAISERS VS. DONATIONS

- Your Chapter may not have this information, but it can be helpful to know how the money was raised (E.g. - 65% Donations, 35% Fundraisers)
- If your past RFS totals were raised primarily through donations, then your Chapter may want to focus on adding a few fundraisers.
- If your past RFS totals were raised primarily through fundraisers, then your Chapter may want to consider letter writing, church visits, and community involvement

WHAT WILL BE DIFFERENT THIS YEAR

- After reviewing your past RFS totals, consider what will be different this year.
 - New fundraisers?
 - More volunteers?
 - Increased focus and communication?
 - Starting fundraisers much earlier in the year?
 - Increased participation?
- Use this information to estimate how much money your Chapter can raise this year compared to past years.

SETTING THE GOAL

OPTION 1: CHALLENGING, BUT NOT INTIMIDATING

- If this is the first time your Chapter is setting a goal, you may consider Option 1.
- Pick a goal that requires planning and effort but doesn't scare off your members!
- A challenging goal should be slightly higher than previous years, but your Chapter will have a plan to get there (E.g. - set goal \$1,500 higher than last year. Plan a garage sale in addition to all last year's fundraisers)
- Simply setting a goal and communicating the status to the Chapter each month will help you raise more money just by increasing the focus and awareness!

OPTION 2: GO FOR IT! SET A GOD-SIZED GOAL!

- I don't have an actual definition to describe a God-Sized Goal, but if you set one you just might feel a little bit intimidated!
- A God-Sized Goal will be a significant jump over previous RFS totals.
- This goal will require planning and effort, but you may not fully understand how you will reach your goal. If God leads you to set a God-Sized Goal, then He will lead you in your efforts to reach it!

TIMING AND COMMUNICATION

TIMING

- Set your Chapter goal as soon as possible to give you the most time to plan. I recommend setting the goal in July or August.
- Create a tentative calendar for any major fundraisers or events that require planning (E.g. - BBQ Sale – October, Holiday Cookie Sale – December, Garage Sale – March)
- Consider a 90-Day plan so you can keep the Chapter updated at each meeting.

COMMUNICATION

- Keeping the entire Chapter informed on the RFS goal is a great way to keep everyone motivated! Use the Chapter meetings to brainstorm new ideas, get volunteers for upcoming events or just to share about the awesome ways God uses RFS to advance His kingdom! Be sure everyone (especially new members) is aware of RFS.
- Give an RFS Update every meeting.
 - Chapter Goal
 - Current RFS Total
 - Upcoming Events (90-Day plan)
 - Or if you don't have anything planned for the next 90-days – use that time to generate new ideas for raising money.

PRAY FOR GOD'S DIRECTION!!