

Setting Goals

If you have a goal, you have a dream to be fulfilled. You will know what you are working toward, and you will know if you are successful.

A parish giving program can have many different goals. While generous donations are an obvious goal, there are others, such as increasing participation rates, increasing donations received, or having more people converting to Pre-Authorized Remittance (PAR).

If this is your first giving program in a while—or in living memory—then we suggest that you begin with a clearly achievable goal. We encourage a range of goals and have provided a set of potential ones get you started.

Check all that apply, add specific details, and edit and add to the list to suit your parish's needs:

- To pray** about how we respond to God's mission in our community
- To ensure** that everyone knows about our mission and what we fund
- To include** our mission and ministry in our liturgy weekly
- To preach** about giving, generosity, and gratitude, and encourage discipleship
- To encourage** giving and generosity as a spiritual practice
- To tell the story** of our local mission and ministry in all our communications
- To invite every person** in our parish to make giving a regular part of their life of faith
- To increase participation** in giving to mission and ministry by _____% or by _____ individual givers. (For example, "We would like to welcome 20 new givers to our mission and ministry and have 20 other givers increase their gifts, so that the total giving increases by 10% and the average gift increases by 5%.")
- To increase** the average gift to mission and ministry by _____%
- To increase** the number of gifts for mission and ministry by _____%
- To set a total goal** for mission and ministry giving of \$_____
- To convert people to give** through Pre-Authorized Remittance (PAR) _____# or _____ % of givers
- To increase the gifts** from those who give through PAR _____# or _____ % of PAR givers
- To share stories** from the parish of why people give
- To thank each person** for their generosity in ways that are timely, personal, and sincere

Information Gathering

Number of People Giving at Various Levels

(Use the most current information; to see trends, go back two or three years.)

Annual donation range (for all purposes)	20____ Number of regular givers in this range	20____ Total donations in this range (\$)	Our goal for Number of regular givers in this range	Our goal for Total donations (\$)
\$5,000+				
to \$5,000				
to \$2,500				
to \$1,500				
to \$1,000				
to \$500				
to \$300				
to \$200				
to \$100				
Total				

Other helpful data

- % of members giving: _____
- Average annual gift: _____
- Median annual gift: _____

Pre-Authorized Remittance

% of members who give through PAR	Current % of our members	_____ %
	Our goal	_____ %
Average gift of those who give through PAR	Current \$ amount for our congregation	\$ _____
	Our goal	\$ _____

Our Goals

Main goal:

Secondary goals:

How we will measure success:
