



Setting Your Fundraising Goal

To set a fundraising goal, consider the following questions:

- *How many students attend your school?*
 - Could your chapter raise \$1/student? How about \$2/student?
 - Could you sell \$5 pins to half of your school?
 - Could every student organization (fraternity/sorority, sports team, academic club) contribute \$25?
- *How many people are in your chapter?*
 - Could every chapter member raise \$5 from 20 sponsors? How about \$20 from 20 sponsors?
- *How much money did you raise last year?*
 - Given that the Adopt a Health Center campaign runs from October through May – the majority of the school year – could you double last year's fundraising results? Triple?
- *Could you partner with other organizations to host a large-scale fundraising event?*
 - Could you involve faculty, staff, and/or community members?

Aim high, and make sure to set a fundraising goal that is both ambitious and achievable.