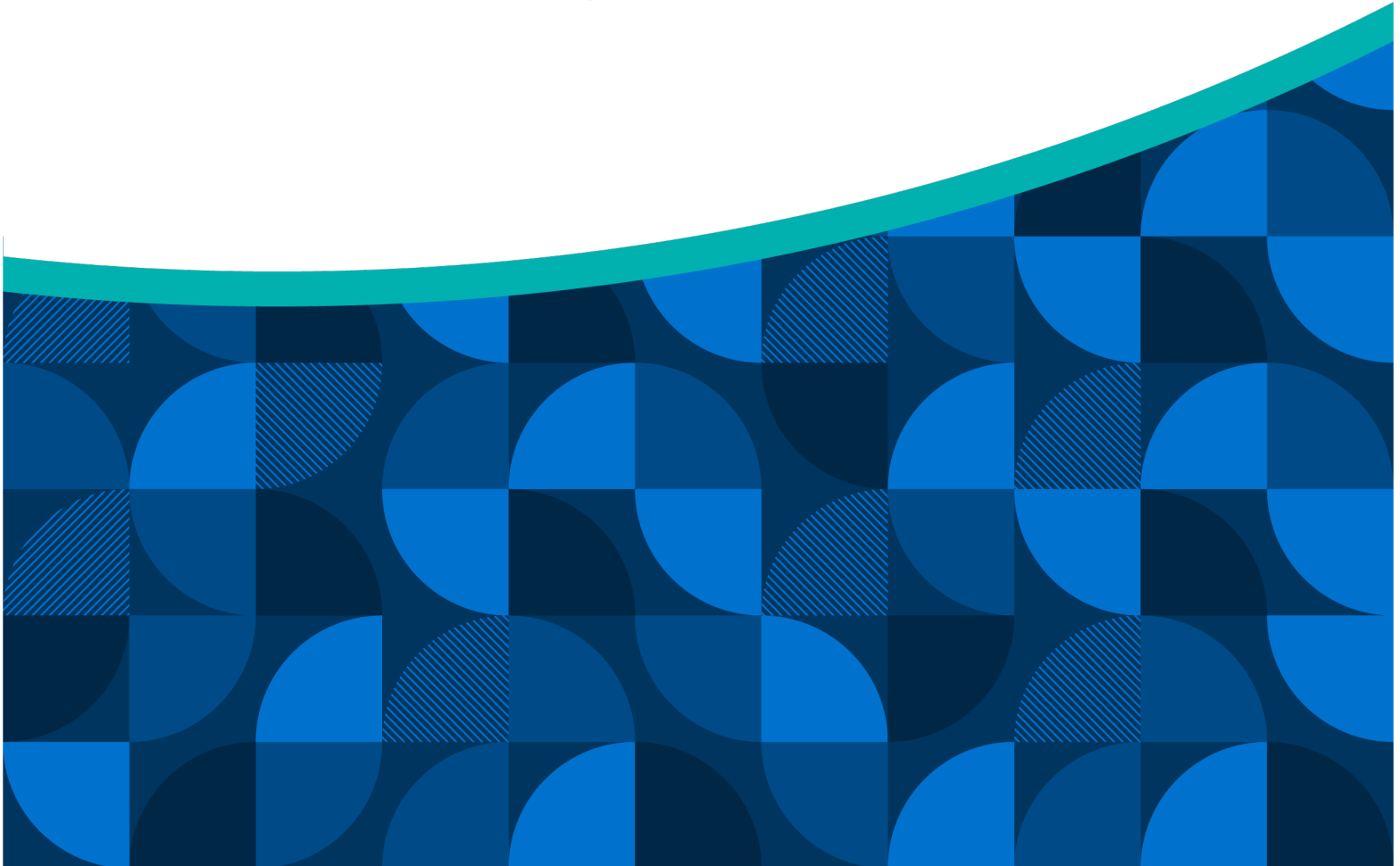




WORKBOOK

# Right-Sizing Your Campaign for Today's Fundraising Environment

Session 2 Reflection Activity



# Independent School Executive Forum

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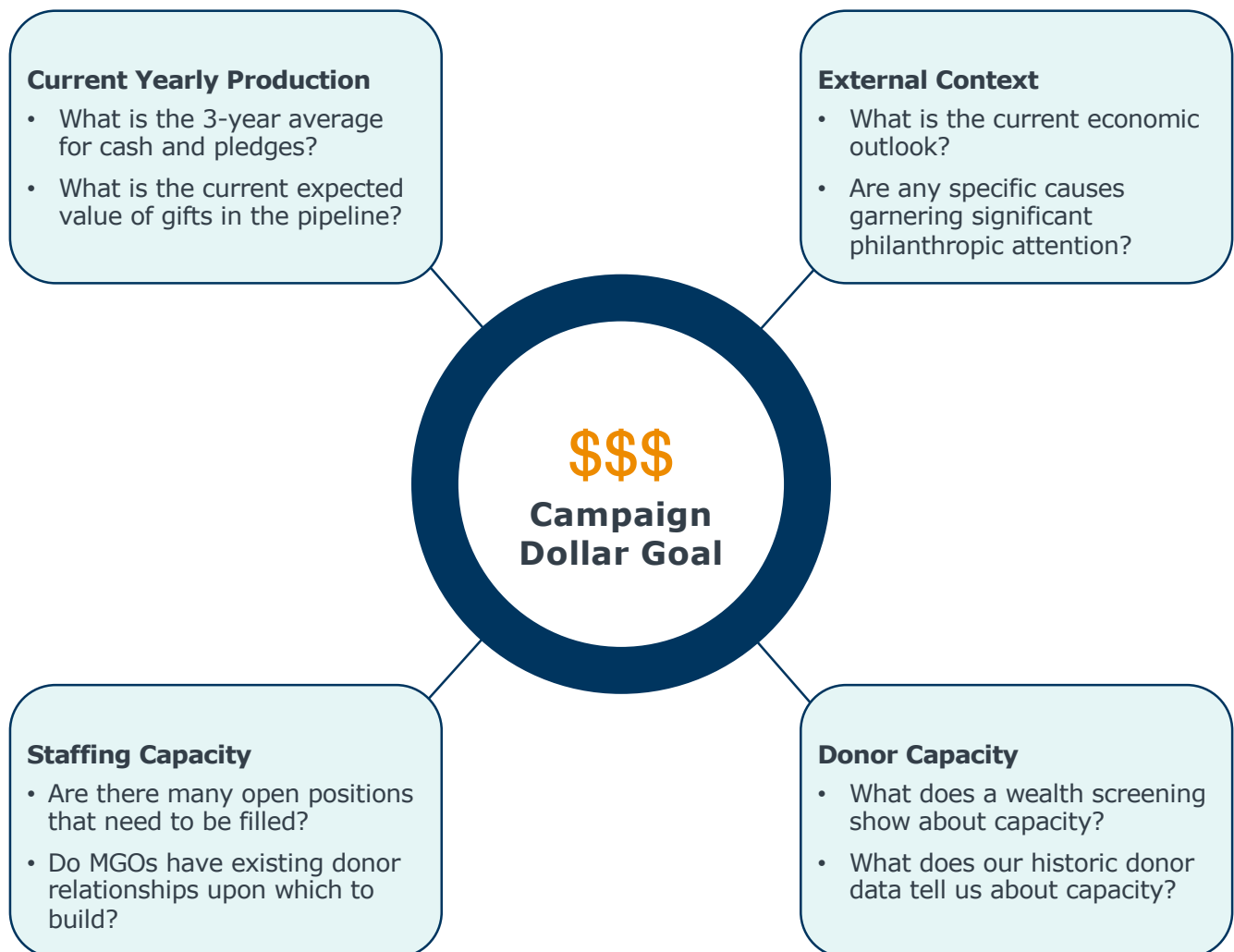
# Setting a Campaign Dollar Goal

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## A Discussion and Preparation Guide

### Instructions

Use the questions below to prepare for and discuss setting a campaign goal. After setting a dollar goal, discuss a realistic timeline to achieve that dollar goal.



## Using Micro-Campaigns and Sprints to Beat Fatigue

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**Instructions:** Use these questions to reflect on your current practice of using micro-campaigns and sprints to prevent staff and donor fatigue during campaigns.

**Has your school already used micro-campaigns and/or campaign sprints?**

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*Include details here :*

**If your school already uses micro-campaigns or sprints, how has it reduced donor and/or staff fatigue?**

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*Include details here:*

**If you have not yet used them, how could you incorporate them into your current campaign structure?**

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*Include details here:*

# Leading Campaigns with Impact

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**Instructions:** Use these questions to reflect on how you could orient campaign goals more towards impact than dollars.

**Has your school ever opted to set an external campaign goal around impact instead of dollars?**

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*Include details here :*

**How could your school use dollar goals internally and focus on impact externally?**

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*Include details here:*

**If a current campaign already has an external dollar goal, how could your school add a focus on impact to the campaign strategy to attract more donors?**

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*Include details here"*

