



Start by listing your business' overall goals, then align your campaign goals with them. Your campaign goals should support your company's mission and state a clear result that benefits your business, your community, and/or your corporate culture at large.

PRO TIP**HOW TO CREATE A STRONG GOAL:**

Your goal will be one of the most visible anchors of your campaign, so make it a motivator. Your goal should be big and meaningful enough to get people excited to work hard. If it's too attainable, it will feel like just another day at the office, and it will be hard to motivate your team.

- Set goals that are achievable and measurable, yet challenging
- Align your campaign goal(s) with your business goals
- Publicize goals so that employees know what they are aiming for

SUGGESTED GOAL TOPICS:

- Hours volunteered during your campaign
- Number of volunteers
- Number of organizations supported
- % Participation among key groups
- The impact of your time volunteered

**How will you measure the impact of your campaign?**

How will you know if your campaign was successful? What will this look like? Create a list of measures that you will use to gauge whether your campaign was successful or not. These may be quantitative and focused on hard numbers or qualitative and focused on stories told, or you may choose to measure a mix of both.

**Did you know?**

As an administrator of Do Some Good, you have access to your company's [dashboard](#), which provides you with a place to access key metrics about your employees' volunteerism.