**Online Fundraising Strategy Map**

**Part I: Develop your SMART Goals**

As the first step on your path to online fundraising success, develop goals related to participation in either GlobalGiving’s 2018 #GivingTuesday and/or Year-End Campaigns. Remember that SMART goals must meet the following criteria: **S**pecific; **M**easurable; **A**ction-Oriented; **R**ealistic; and **T**ime-Bound.

What are one to two SMART goals associated with participating in the upcoming campaign?

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What two things will you aim to do to improve your organization’s online presence in 2019.

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