Goal Setting Guide

WALK N' ROLL TO CURE ATAXIA

NAF National Ataxia Foundation

Team Name: _____

Organizer: _____

Co-Organizers: _____

When setting your team's goals, look back at your team's performance from last year (if applicable). NAF's Development team is happy to help you set your team goal, if needed.

PREVIOUS YEAR'S RESULTS	THIS YEARS'S GOALS
# of team members: _____	**# of team members:** _____ (i.e.: 20% increase = number of previous year participants x 1.2)
Amount raised: $ _____	**Minimum goal:$** _____ (i.e.: team member goal x previous team member average)
Average team member amount raised: $_____ (Dollars raised ÷ number of team members)	**Suggested goal:$** _____ (i.e.: number of team members goal x $250)

PLANNING FOR YOUR WALK N' ROLL

1. Customize team webpage

Due date:_____

2. Team kick-off announcement to all previous team members

Due date: _____

3. Recruitment Activities

ACTIVITY	DATE

4. Fundraising Activities

ACTIVITY	DATE	GOAL

5. Email all team members announcing goals & events

Due date: _____

6. Thank you note to all team members

Due date: _____

FUNDRAISER SUPPORT: NAF's Development team is available to assist participants and donors.

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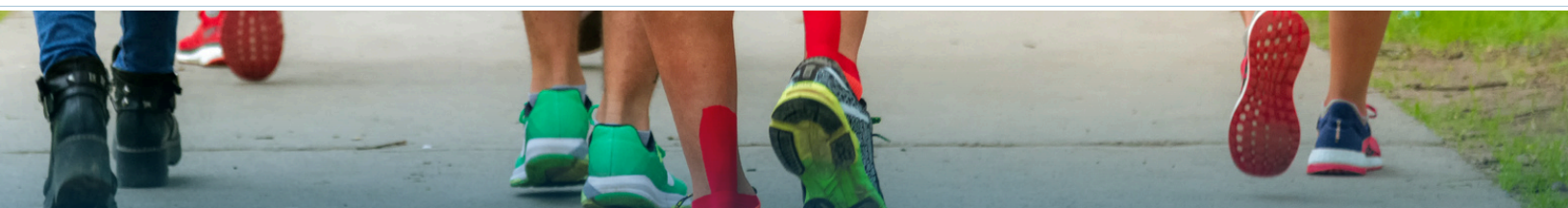joel@ataxia.org or 763- 231-2748

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RECRUITMENT CHECKLIST

- [ ] Set my team recruitment goal.

  If I'm a returning team captain, my goal is at least 20% higher than my previous year's team size. If I'm a new team, my team recruitment goal should be at least 6 members.

- [ ] Select my co-organizers(s) and a team committee to assist me in planning and motivating my team.

- [ ] Do I have a corporate team, and do I need support from the company's top executives.

- [ ] The date is set for our Walk N' Roll event \

- [ ] I've publicized my event through posters, newsletters, social media, and word of mouth.

- [ ] I've personalized my email signature to let others know about the Walk N' Roll and recruiting team members.

- [ ] I've made a list of people to reach out to and personally asked each individual to join the Walk N' Roll.

- [ ] I've encouraged every team to recruit at least one new person to join our Walk N'Roll.

- [ ] I've reached out to NAF for help brainstorming other ideas.

WALK N' ROLL EVENT CHECKLIST

- [ ] I've set a team goal and my team has approved/agreed that the goal is achievable.

- [ ] I've customized my Walk N' Roll event and team fundraising page with a picture and short story of why we participate.

- [ ] I've familiarized myself with the fundraising resources available on the NAF website, www.ataxia.org.

- [ ] I've asked my company or organization to make a donation to our Walk N' Roll event.

- [ ] I've asked my team members and donors if their companies have a matching gift program.

- [ ] If so, I have encouraged them to ask their coworkers to donate to them and request matching funds.

- [ ] I am planning at least one fundraising event for my team (e.g. bake sale, car wash, etc.).

- [ ] I've told everyone on my team the date of our fundraising event and delegated responsibilities to them.

- [ ] I've informed NAF of our Walk N' Roll and all fundraising events.

- [ ] I've asked each team member to kick-start their fundraising by making a self donation.

- [ ] I've asked each team member to update their personal fundraising page and send five emails to potential donors.