

G

The **Goal** is your desired outcome.

Example: Increase agency operating budget.

O

The **Objective** outlines the criteria to be met to reach your goal.

Example: Increase donor giving by 15% by the end of 2019.

S

The **Strategy** is your overarching plan of action.

Example: Generate understanding of agency services to set the stage for the Advancement Director to contact potential donors.

T

The **Tactics** are your specific actions in implementing your strategy.

Example: Craft/implement an advertising campaign.

M

The **Metrics** measure your results

Example: Year-over-year giving.



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