

# KPIs and Goal Setting


Our lesson for knowing your organization starts with a focus on setting goals and key performance indicators. Without this focus, it will be impossible to appropriately assign roles and responsibilities or even to get buy-in from other individuals on your team.

Key performance indicators are also your way of measuring success. One company that serves as a great example of this is Airbnb. When they offered up an experience economy alternative to traditional lodging, they took a significant chunk out of hotel profits. They were also able to see where these effects were most prominent and center their focus on those locales.

When it comes to your church, key performance indicators will instead focus on things like total giving dollars, new CryptoDonations or the number of first-time donors. When you're able to explain these metrics along with your plans on how to improve them, you should have no problem getting all important stakeholders on board.

## Defining Goals

You first need to start by defining your goals. Remember the 60 to 1 Aviation Rule when doing this. This states that even a tiny error in trajectory can result in you landing miles away from your intended target. You need to have specific and detailed goals. As Proverbs 29 tells us, *where there is no vision, the people perish*.



While building and clarifying your plan for increased giving, it's okay to be uncertain about outcomes. What's not okay is being unclear about them. Think of someone heading off to war. They may be very uncertain about the eventual outcome, but you better believe they have a clear plan in mind.

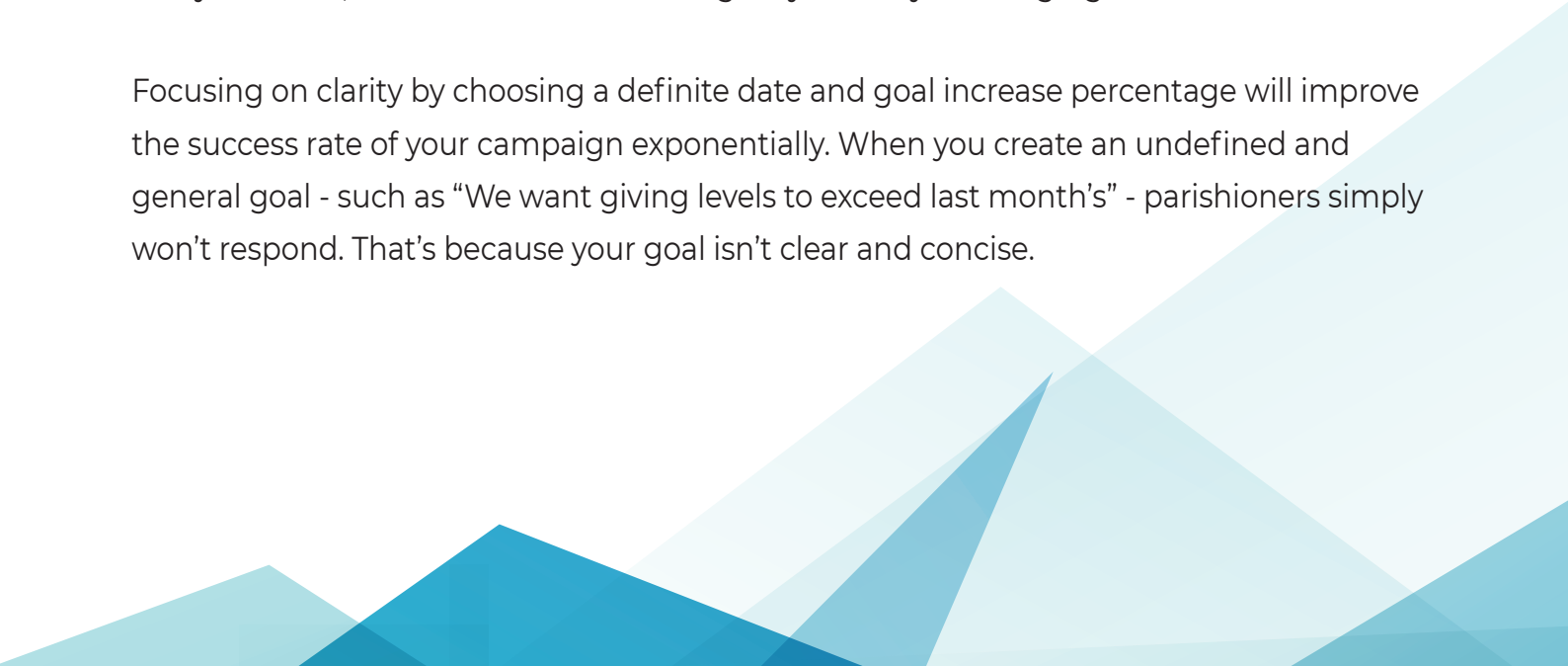
If you focus on clarity in your goals, you and your team will have a concrete vision to work toward.


## A Word on Clarity

There are two specific things you need to understand about clarity as it pertains to your goal setting. The first is that you *absolutely* need it. This isn't a mere suggestion or luxury. It helps you stay grounded in the present while providing a clear metric to measure your progress against. Because you'll know where you are and where you need to be, you'll be motivated to push forward.

The second factor you should understand is that your church needs clarity. When you're clear about your goals - which should include a deadline and a target giving percentage increase - it gives your church members perspective. Just as this creates motivation in you and your team, it will create a sense of urgency within your congregation.

Focusing on clarity by choosing a definite date and goal increase percentage will improve the success rate of your campaign exponentially. When you create an undefined and general goal - such as "We want giving levels to exceed last month's" - parishioners simply won't respond. That's because your goal isn't clear and concise.






Clarity is necessary if you want to move forward. Living in an imaginary world of big wishes, hopeful dreams and 'it will eventually happens' won't get your ministry anywhere.

## Setting a Date

The first step in creating the clarity your ministry needs is picking your dates. This is *huge*. Humans have a tendency to put off important decisions and responsibilities until the last minute. Turning in applications, getting oil changes, and meeting work deadlines are just a few examples.

If you're anything like most people, there are certain things you procrastinate on until it's no longer possible to do so. This isn't always the smartest thing to do. When it comes to raising money and increasing donations to your church, however, this sense of urgency can work directly in your favor.

Think of a sporting event as an example. People always get more excited near the end of the game. The 4th quarter of the Super Bowl, for instance, typically has higher viewership than any other part of the game. When you set a deadline for your giving goal, you're letting everyone know when the 4th quarter ends. They've essentially tuned in and are ready to finish strong.



## Setting a Percentage

Once you've got a date in mind, clarity dictates that you choose a goal-increase percentage. By doing this, you're telling your team and all potential donors that you have a plan. You're also providing them with the context that demonstrates exactly how their actions will fit into the overall plan.

Once your SecureGive and CryptoDonation accounts are set up, you can monitor growth in real-time. Your total number of donors, how many donations are made and average transaction amounts are just a few of the key performance indicators you can monitor here. This will also give solid evidence to justify your strategies and increase buy-in.

Before announcing a goal percentage, though, you need to do your research. Why are you choosing a specific number for growth? Whether your aim is increasing digital giving by 35 percent in four weeks or having 30 new families set up recurring donations within the month, it's important that you're able to explain why.

If a deacon or church member asks about these goals, your ability to knowledgeably answer is essential. Will that 35 percent increase fund the new church wing? Will 30 new automatic donation sign-ups cover the cost of the software? When you can answer these questions directly, everyone will know you've got a solid plan in place.



## Don't Create Hurdles

The biggest hurdle you might encounter is yourself. Although your mind might fight against you, it's important to never be timid when stating *exactly* what you want. Talking around the goal will make you sound unclear and unprepared.

You also need to make sure that everyone in your church - ranging from your team and family and even down to your group of friends - is able to answer questions of "why?" when they're asked. A lack of clarity or demonstrable knowledge could leave your campaign stuck on the launchpad.

**Remember:** *where there is no vision, the people perish.*

Take a few minutes to review the example we've provided for KPIs and metric goals for a 12-month period. Make sure you fill out the blank worksheet before moving on to the next video.

