

DATA SET: GOAL VS. ACTUAL AMOUNT RAISED FOR YEAR-1 NONPROFITS (2022)

OVERVIEW

In 2022, we noticed some interesting goals being set by the 63 new-to-G!G nonprofits (several were returning after a year or more away). Only 25 of the nonprofits met or exceeded their goal. While this was worrisome to G!G HQ, the debriefs revealed that 80% felt they had set a reasonable goal and 83% were satisfied with their end results. A common comment though was, “we aimed a bit too high for our first year” and “we didn’t have a strategy for reaching it.” Both are avoidable.

Take a look at a similar organization and see how they did. Take a look at [their G!G profile](#) and see if there’s anything you can learn from them. Keep in mind that these numbers don’t tell a full story. Some of these groups experienced a range of extenuating circumstances that aren’t explained here. So please read with a grain of salt. Then consider your historical data for end-of-year fundraising.

The best goals are achievable, measurable (G!G’s database will track this for you), and time-bound (11/1-12/31). All that’s left for you to do is set an initial goal that is modest and achievable. Make sure you’re talking with your full team when setting your goal.

HISTORICAL DATA SET

We pulled the fundraising goals and actual amounts raised for all 63 new-to-G!G nonprofits and added their category and size for additional consideration. It’s sorted two ways (by size and by category) for quick reference. We’ve also added some pivot tables that show averages by size and category.

[Dig in and nerd out, here’s the spreadsheet with all the stuff.](#)

Tab Overview:

1. DATA BY CATEGORY: Simple table presenting nonprofit size, category, name, goal, amount raised, difference between goal and actual, and G!G HQ notes.
2. DATA BY SIZE: Simple table presenting nonprofit size, category, name, goal, amount raised, difference between goal and actual, and G!G HQ notes.
3. BY CATEGORY: Pivot table showing average goal, amount raised, and difference for each category.
4. BY SIZE: Pivot table showing average goal, amount raised, and difference for each range of nonprofit sizes.