



DIY5K FUNDRAISING TIPS

Consider your program's audience, your funding needs, and the revenue you expect to raise from your 5K to set an overall fundraising goal you can share with supporters.

Having a specific goal in mind that your team and supporters can work towards will help focus your marketing efforts and ensure your event stays on target.

Ensure your program sets a goal that will require some work but is ultimately attainable. Look to previous events to gather data on how your supporters have responded to this event, such as registration numbers and total funds raised. If this is your first time hosting a DIY5K, try looking into data for your other fundraisers or events you may have hosted to inform your goal instead.

Other Resources:

- [Set and Meet Fundraising Goals from DonorBox](#)
- [6 Measurable Fundraising Goals To Consider](#)
- [How Nonprofits Can Set \(And Meet\) Fundraising Goals](#)