# PLANNING FOR GOAL ACHIEVEMENT

Based on Kurt Lewin's Force Field Analysis, this worksheet helps you identify methodologies for achieving your goal by considering how to maximize the factors you already have going for you, as well as how to minimize those factors that could inhibit you from achieving your goal. Begin by listing your goal on the top line. Brainstorm all the factors that will aid you in achieving that goal. These are often related to resources, image, need or the organization's strategic direction. Place them in the far left-hand column. In the next column, jot down all the ways that you can build on the factors you just listed so that you are more likely to reach your goal. In the third column, list those things that could keep you from achieving your goal. In the last column consider what you could do to minimize the negative impact of what you have just noted. The idea is to move from a balanced position of pros versus cons to a justifiably strong pro position.

Raise $2m by this time next year
GOAL

	FACTORS PROMOTING ACHIEVEMENT		FACTORS INHIBITING ACHIEVEMENT	
FACTOR	**ENHANCE THIS FACTOR BY…**	**FACTOR**	**LIMIT EFFECT OF THIS FACTOR BY…**	
Committed board	1. Ask for personal contributions 2. Make each board member accountable for bringing in at least $15,000 3. Offer solicitation training to board members 4. Expect at least one lead from each board member by next month	Tight market	1. Remind donors of the positive impact the organization is making 2. Encourage pledges so people can spread out payments 3. Implement monthly debits on credit cards	
Excellent Development Director	1. Ask her to accompany board members on "asks" 2. Have her provide a development plan for achieving this goal	Board doesn't know how to	1. Offer solicitation training 2. Have Development Director go out on fundraising "asks"	
Strong Community support	1. Create a community awareness campaign 2. Take donors out to lunch to tell the story	Board is scared to ask	1. (See above) 2. Give incentives	
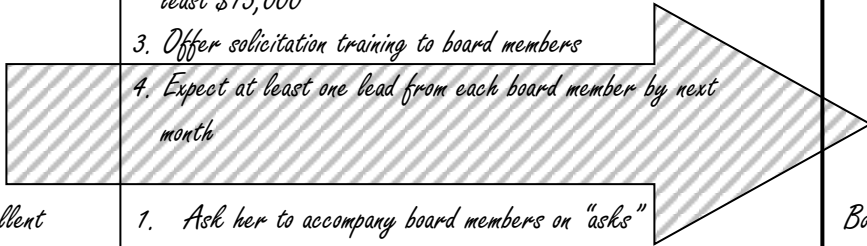
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GOAL

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Adapted from Kurt Lewin's Force Field Analysis.