Developing goals and objectives

1. **Problem that needs to be addressed**

After talking with the president of AUDM the biggest problem that needs to be addressed within the organization in order for them to be successful is participation retention. They find it difficult to keep people coming to meetings and to continue raising money throughout the year even after they’ve already committed. They also have trouble trying to get people to come back the next year and participate again because of how large of a commitment AUDM is.

1. **Two goals**

The two goals for AUDM is to meet the donation goal for Children’s Miracle Network Hospitals while making the families and children feel special at the event. We will be reaching this goal by having other companies come in and help by bringing materials for each activity throughout the event to make sure we have enough materials. AUDM will also have families speak about their story throughout the event to help raise awareness for their cause.

1. **Two objectives for each goa**l

Goal: Meet the donation target

Objective: Set up/plan fundraising opportunities that benefit AUDM

Goal: Raise Awareness

Objective: Increase the traffic across ADUM’s website and social media platforms by creating engaging content.

1. **Two target audiences**

Auburn University Students – Auburn students make up the majority of participants at the dance marathons. AUDM is run by students so it is easy for them to market to their friends on campus.

Families in the Auburn/Opelika area – Families make up a large percentage of donations and are  directly impacted by AUDM’s fundraising.