

How to manage campaign progress and goals

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Once a campaign is underway, you will want to monitor progress regularly.

What you can typically see on a campaign record

- Total raised so far
- Number of donors
- Progress toward the goal (amount and percentage)
- Recent donations and pledges
- Outstanding pledges (if tracked)

Actions you may take

- Update the goal or end date if the campaign parameters change
- Review the donor list
- Export or run reports for board or staff updates

Some organizations also track soft credits, matching gifts, or designated funds. Use the campaign summary and related reports for the complete picture.

Regular review helps you adjust strategy while the campaign is still active.
