# How to set and change the campaign goal

Campaign Fundamentals · https://connectionpoint.com/help/docs/how-to-set-and-change-the-campaign-goal/

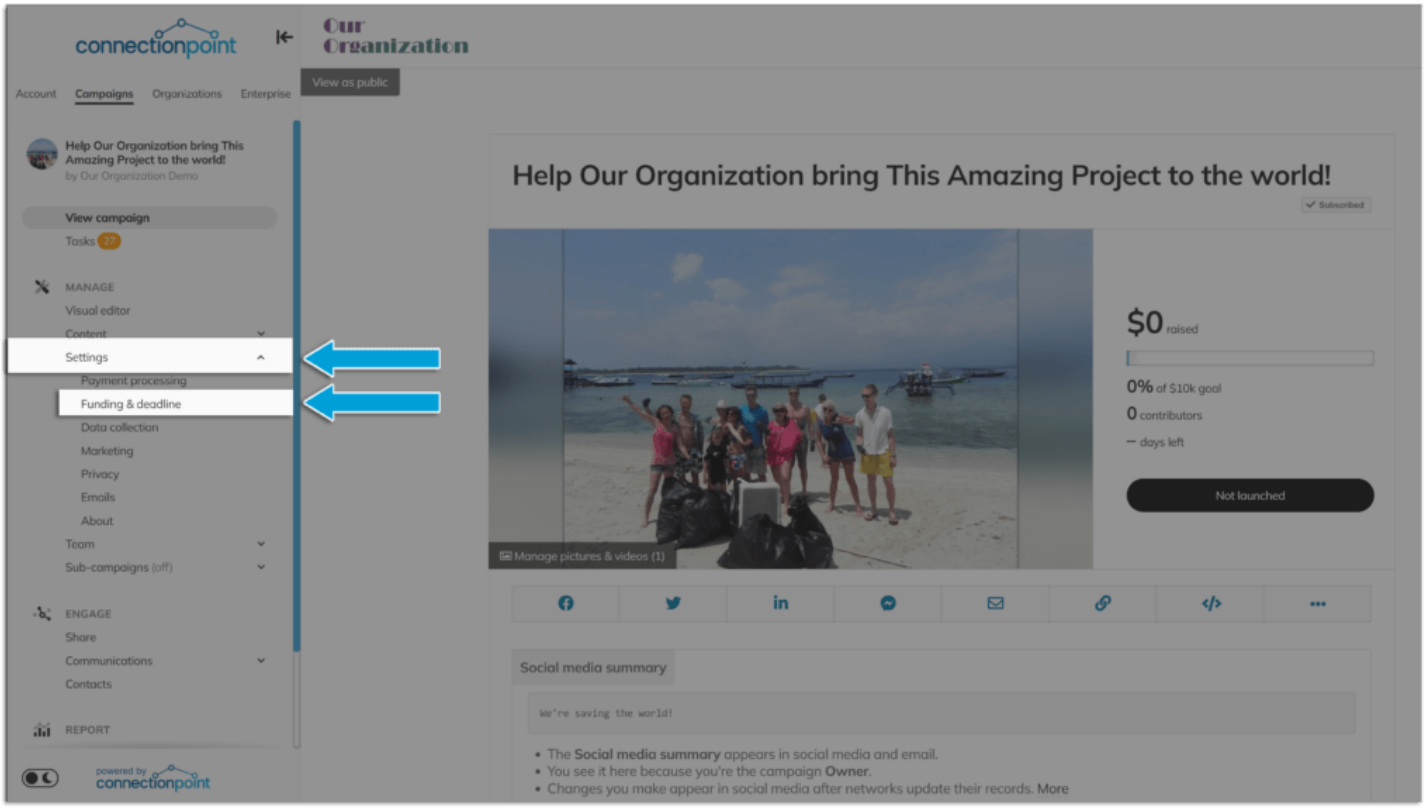
**Mandatory for All-or-nothing campaigns and optional for Keep-it-all campaigns, the campaign goal lets supporters understand your need and can drive more contributions to help you get there.**

Just like a deadline, goals provide valuable information to your supporters. While there are cases where goals may not be necessary, we'd argue that the majority of campaigns (and like ALL personal campaigns) require a goal to be successful. Otherwise, how would you define success?

Ensure your goal is SMART - specific, measurable, achievable, realistic, and time-bound. You want to have enough to fund your project; however, a too-high goal can discourage supporters, especially if they only have a small amount to give.

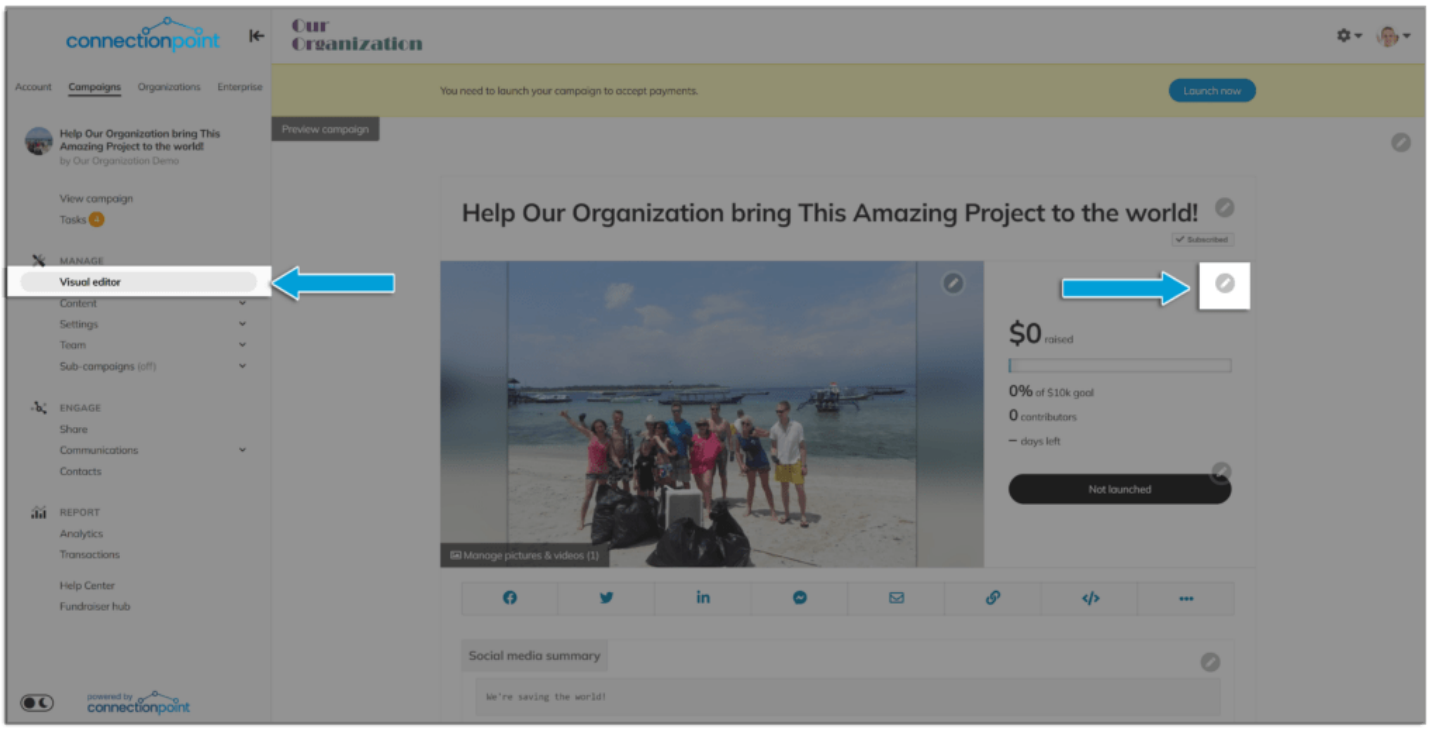
Check out our Creator HUB (for Crowdfundr users) and Fundraiser HUB (for FundRazr, CoCoPay, and PetFundr users) for help setting your campaign goal.

**STEP 1 - Click 'Settings' and then 'Funding & deadline' in your navigation menu**

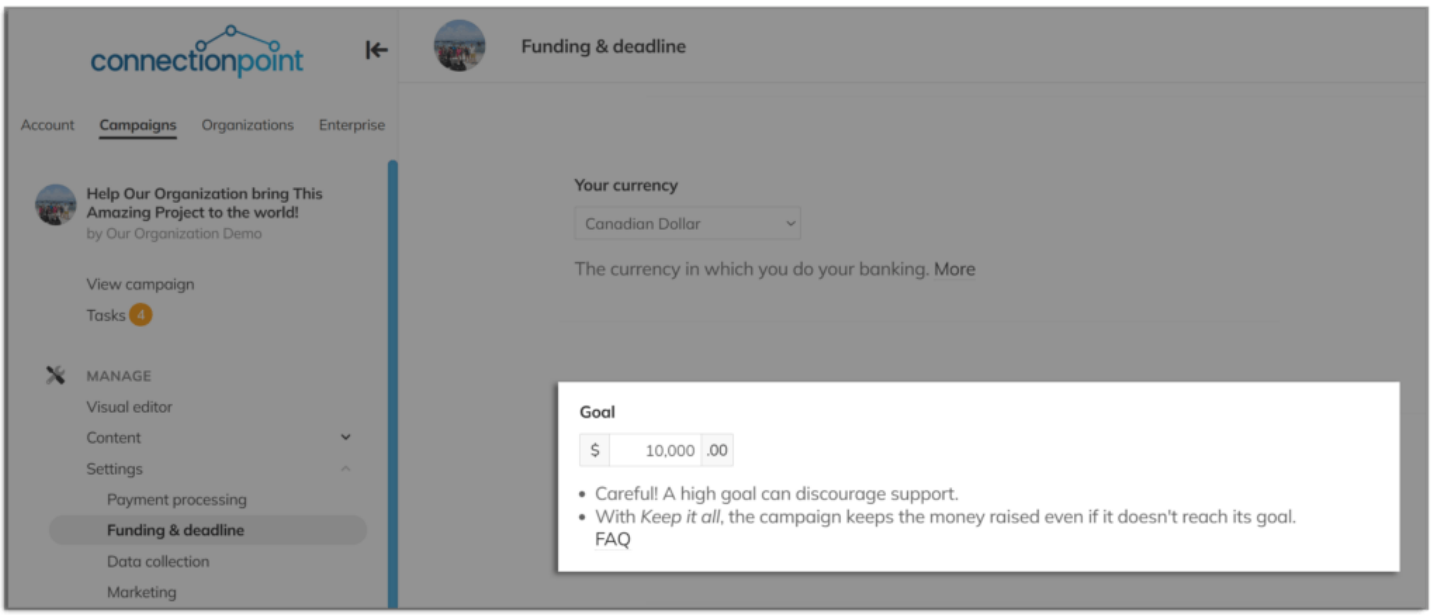



**OR**

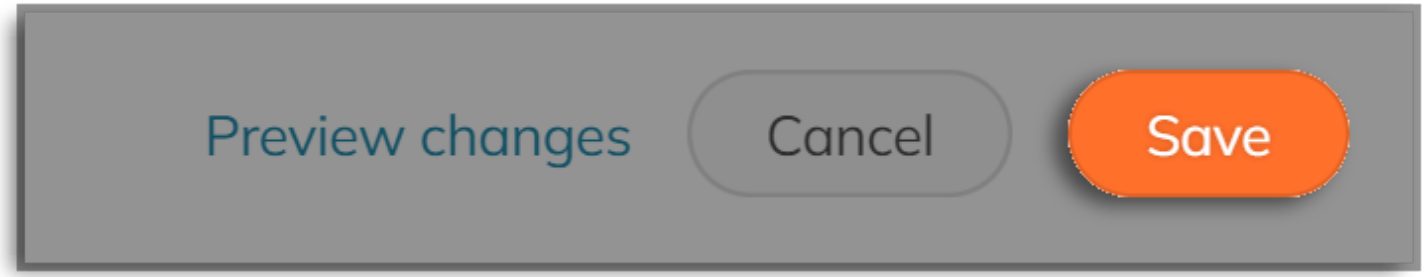
With the **Visual Editor on**, click the edit pencil on the upper right side of the campaign stats.




## STEP 2 - Choose your goal



**STEP 3 - Save.**




## Can I change my campaign goal?

Keep-it-all types can change the goal at any time, even while the campaign is live. We recommend you update your story to let your supporters know why you made the change. Transparency is key to campaign success!

All-or-nothing types can only change the goal ***before*** the campaign is launched. If your campaign is successful and you allow it to roll over into a keep-it-all campaign, then you may change it.


fundrazr


petfundr


crowdfundr


cocopay