PLANNING FOR CLUB EXCELLENCE

**Audience:** Club members

Successful clubs have goals – and a plan to achieve them. Give focus to your vision of club excellence by aligning it with your annual goals. Try establishing SMART goals:

- **Specific:** What exactly does your committee want to achieve? Answer the questions which, what, who, where, when or why.
- **Measurable:** Tracking progress keeps people motivated. Address how much or how many.
- **Action-oriented:** Describe the actions you will take to achieve the result you want.
- **Realistic:** Make the objective challenging but also achievable and relevant to your club. It’s okay to be optimistic.
- **Time-bound:** Include a time limit. Deadlines inspire action.

For example, don’t just say: “Increase the number of service hours provided to the community.” Say: “Increase the number of service hours provided to the community by 10% by September 30.”

**TIME TO ACT**

List some ideas for goals. Evaluate your ideas according to the level of confidence leaders have in completing the goal. Then prioritize the goals using the letters A, B and C – with A representing the highest importance, and so on.

**TIP:** To avoid distractions, focus on no more than three goals.
What SMART goal would you like to achieve?

**Goal 1:**
Priority: ______________________  Level of confidence: ______________________

Milestones to celebrate: ______________________________________________________

**Goal 2:**
Priority: ______________________  Level of confidence: ______________________

Milestones to celebrate: ______________________________________________________

**Goal 3:**
Priority: ______________________  Level of confidence: ______________________

Milestones to celebrate: ______________________________________________________

Once the goals are established, determine milestones. Measuring progress can help keep morale up, and it encourages ownership of the goal – giving you the opportunity to recognize individual members.

Remember to keep the goals visible to club leaders and members at all times.

What do you need to achieve these goals?

**TIP:** For best practices for your committees, see kiwanis.org/leadertools.
• If a sponsor or partner is willing to provide additional marketing or financial assistance to help your club achieve one of its goals, take a look at the **Developing community partnerships** tool.

• If one or more of the goals involves fundraising, consider the tips in **Analyzing your impact**.

Use the following organizational system to hold club members accountable. Determine how to achieve each goal you set, then assign each task to a club member.

<table>
<thead>
<tr>
<th>Goal:</th>
<th>Committee:</th>
<th>Action:</th>
<th>Target date:</th>
<th>People responsible:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal:</th>
<th>Committee:</th>
<th>Action:</th>
<th>Target date:</th>
<th>People responsible:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal:</th>
<th>Committee:</th>
<th>Action:</th>
<th>Target date:</th>
<th>People responsible:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal:</th>
<th>Committee:</th>
<th>Action:</th>
<th>Target date:</th>
<th>People responsible:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>