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.

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What SMART goal would you like to achieve?

Goal 1:   Priority:_____   Level of confidence:_____

_____

_____

❏ Specific?   ❏ Measurable?   ❏ Action-oriented?   ❏ Realistic?   ❏ Time-bound?

Milestones to celebrate:_____

Goal 2:   Priority:_____   Level of confidence:_____

_____

_____

❏ Specific?   ❏ Measurable?   ❏ Action-oriented?   ❏ Realistic?   ❏ Time-bound?

Milestones to celebrate:_____

Goal 3:   Priority:_____   Level of confidence:_____

_____

_____

❏ Specific?   ❏ Measurable?   ❏ Action-oriented?   ❏ Realistic?   ❏ Time-bound?

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.

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- 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.

Goal:_____

Committee:_____

Action:_____

Target date:_____

People responsible:_____

Goal:_____

Committee:_____

Action:_____

Target date:_____

People responsible:_____

Goal:_____

Committee:_____

Action:_____

Target date:_____

People responsible:_____

Goal:_____

Committee:_____

Action:_____

Target date:_____

People responsible:_____