CLUB EXCELLENCE PLAN GUIDE

PURPOSE: To create a club plan for the next Kiwanis year. Successful clubs have goals, milestones and a plan to reach those goals. Every year, your club needs to determine what it wants to accomplish. A strategic plan can help — but if your club hasn't created one yet, you can still create a club excellence plan for the year.

AUDIENCE: Board members and general membership. Club coach, where applicable.

FREQUENCY: Annually, prior to October 1.

GOALS

Your leaders can create SMART goals for your club to work toward. We recommend three to five such goals per year. SMART stands for:

Specific: What exactly does your club want to achieve? Answer the questions which, what, who, where, when and 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.
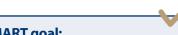
Realistic: Make the objective challenging but also achievable and relevant to your club. It's okay to be optimistic.

Time-bound: Include a time limit. Deadlines inspire action.

Not a SMART goal:
Increase the number of service hours provided to the community.

A SMART goal:
*Increase the number of service hours provided to the community **by 10% by September 30.***

THESE GOALS SHOULD:

• Give your club a high degree of confidence that they can be achieved.

• Have member support.

• Align with your club's vision.

To ensure your goals are achievable, 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.

MILESTONES

Once the goals are established, determine the milestones you want to have along the way. Measuring progress can help keep morale high, and it encourages ownership of goals — giving you the opportunity to recognize committees and individual members. (Use the **Celebrate success** tool to plan for reaching milestones and goals.)

Remember to keep the goals visible throughout the year to members and club leaders — and track your progress to keep everyone focused. The **Club scorecard** tool is designed to help you with this.

WHAT DOES YOUR CLUB NEED TO ACHIEVE ITS GOALS?

Your club's committees should provide an avenue to execute your goals. Like the club, each committee should start the year with a plan. This sheet provides an outline for the plan that supports the overall club goals and vision.

One committee can often support multiple club goals. For example, if a club wants to increase its membership, the service committee might work with the membership committee to create an open house event at a service project.

Also consider the following ACE tools:

- If a sponsor or partner is willing to provide additional marketing or financial assistance to help your club achieve one of its goals, look at the **Develop partnerships** tool.

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

HELPFUL HINTS:

- Determine milestones toward your goals that you can celebrate when you reach them.

- Keep your goals visible: Display them and use charts or graphs to mark milestones at club meetings.

- Involve future leadership in setting goals.

- Get new members involved in action steps.

- Keep the approach fresh — try different ideas and take a few risks.

- Review progress toward club goals at each board of directors meeting.

- Celebrate successes often (monthly, at milestones, etc.).

- Recognize members who contribute to club achievement and success.

CLUB EXCELLENCE PLAN: CLUB GOALS

SPECIFIC • MEASURABLE • ACTION-ORIENTED • REALISTIC • TIME-BOUND

GOAL 1: _____

_____

Target date:_____

Committees responsible: _____

_____

Milestones to celebrate:_____

_____

GOAL 2: _____

_____

Target date: _____

Committees responsible: _____

_____

Milestones to celebrate:_____

_____

GOAL 3: _____

_____

Target date: _____

Committees responsible: _____

_____

Milestones to celebrate: _____

_____

CLUB EXCELLENCE PLAN: COMMITTEE SUB GOALS

Each committee should fill out a goal sheet for each club goal they are supporting.

COMMITTEE: _____

GOAL: _____

SUB-GOAL: _____

Target date: _____

Person responsible: _____

Milestone reward:_____

SUB-GOAL: _____

Target date: _____

Person responsible: _____

Milestone reward:_____

SUB-GOAL: _____

Target date: _____

Person responsible: _____

Milestone reward:_____

SUB-GOAL: _____

Target date: _____

Person responsible: _____

Milestone reward:_____