



Planning for club excellence

Objective: To fulfill your club's purpose and actions in the community

Purpose: To create a detailed plan with action steps, responsibilities and timelines

Goals: To clarify club objectives based on member interests and resources and community needs, as well as to measure success

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: **S**pecific, **M**easurable, **A**ction-oriented, **R**ealistic and **T**ime-bound.

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 a result.

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 being the most important.

Tip: To avoid distractions, focus on no more than three goals.

What is a SMART goal you would 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, determining milestones for measuring progress can help keep morale up. Tracking progress publicly encourages ownership of the goal and gives you the opportunity to recognize individuals who contribute to club success.

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 <http://www.kiwanisone.org/leadertools>.

- If a sponsor or partner would 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**.

You might use the following organizational system to hold various members of the club accountable. Determine how to achieve each goal you set, then assign each task to a club member who will make sure it happens.

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: _____