

How to Set Goals

- Evaluate needs and wants
- Create (SMART) goals
 - S**pecific
 - M**easurable
 - A**chievable
 - R**ealistic
 - T**ime-specific

For instance, don't set a goal of "getting more members." Instead say, "To increase membership by ____% in one year by..." and then set realistic tasks in order to gain new members.

- Plan a course of action
 - Example of an Action Plan:
 1. Goal/Objective: To increase membership
 2. How: Brainstorm ideas to increase membership. Go over this list and weed out all those ideas that are impractical or impossible to do.
 3. Resources: Volunteers, finances, time, officers, marketing materials
 4. Who: Assign who is responsible for what
 5. When: When is the deadline?
 6. Results: Note what is acceptable and unacceptable.
 - Acceptable: membership increased by 40-70%
 - Unacceptable: membership increases by less than 40%
 - Better than expected: membership increases by more than 70%
 7. Evaluate the progress, success and achievement

Other tips for setting goals:

- Setting only two or three goals for the year is just fine. Trying to focus on too many things may leave the group feeling overwhelmed.
- It is ok to carry over goals from one year to the next. In fact, setting long-term goals may, in some cases, be more effective than setting a series of short-term goals with each new board of directors.
- Make sure the entire board or group works together to set goals each year. Goals should be achievable activities that all board or group members can participate in attaining.
- If you would like to see examples of other chapters' goals, please send a request to chapters@ANFPonline.org.