Why should we set goals?

- Make tasks achievable
- See some progress
- Get momentum
Leadership

- Find a leader (president)
- Bring in other reliable and enthusiastic volunteers
- All-Star Status: Fill your board positions
Events (Programming)

• Schedule an event
• … And then another one
• All-Star Status: Plan out your events for the rest of the year
Getting in touch with your club (Communications)

- Send out an eblast
- Send out one piece of printed mail per year*
- All-Star Status: Map out a communications plan for the year
Dues (Membership)

- Revisit your dues structure
- Ask members to pay their dues
- All-Star Status: Bump up your dues paying members from last year
Leadership

- Find next year’s president
- Determine which board members will stay on
- Fill open positions
- All-Star Status: Establish a president “in-training” role to feed the pipeline
Events (Programming)

- Establish anchor events
- Plan out your first few events of the year
- All-Star Status: Plan out your entire year
Getting in touch with your club (Communications)

- Regular eblasts
- Social media
- All-Star Status: Send out a printed newsletter*
Dues (Membership)

- Request change reports
- Come up with one new way to encourage members to pay their dues
- All-Star Status: Evaluate membership benefits
How did it go?

- Were you able to achieve your short-term goals?
- Were you able to set any long-term goals for next year?
Setting Goals

Alumnae Leadership Council 2014