Goals help define your organization, give direction and avoid chaos. Goals can help motivate members by communicating what the organization is striving to achieve. Organizations that set goals are more effective in recruiting members.

Setting Goals Together

Set your goals as a group. Make sure you set aside enough time. Make sure everyone's ideas are represented. This creates many positive results because people will support and be responsible for what they help create.
You can expect:

1. Greater commitment and motivation among officers and members to help achieve goals.
2. Clearer understanding of the goals and the rationale for selecting them.
3. With everyone's ideas and opinions considered, your goals will represent a group consensus rather than one person's opinion.

Steps for Setting Goals & Objectives:

1. Brainstorm a list of potential goals as a group.
2. Choose from the brainstorm list those you want to work on.
3. Prioritize.
4. Determine objectives for each goal and plans of action for each objective. (Remember there can be several objectives for each goal).
5. Move into action and follow through.
6. Include a closing statement.

Developing an Action Plan

- What is to be done?
- How will it be accomplished?
- What are your resources in terms of people, money and materials?
- Who is responsible for completing each task?
- What is the deadline?
- How will you know when it is accomplished? How will you measure the results?

Example of an Action Plan:

✓ Goal
  - To improve membership recruitment, retention and involvement.

✓ An Objective
  - To develop a committee whose purpose is to increase member involvement to at least 40% by next term.

✓ How
  - Brainstorm ideas to increase member involvement. Go over this list and weed out all those ideas that are impractical or impossible to do. Discuss this edited list with the executive board/leadership. Determine which will be done and delegate the final process of setting up this system to one or two executive officers.

✓ Resources
  - Members, executive officers, handouts on recruitment, motivation and delegation.

✓ Deadlines
  - Who: Executive board and consultants
  - When: By next term (try to set a specific date if possible)

✓ Results
  - Membership involvement increases by 40-70%
  - Membership involvement increases by more than 70%