

## Comments on Setting Goals

### How is a Goal composed?

Goals must follow the acronym: **SMART**

- **Specific:** Well defined, clear, and unambiguous
- **Measurable:** With specific criteria that measure your progress towards the accomplishment of the goal
- **Achievable:** Attainable and not impossible to achieve
- **Realistic:** Within reach, realistic, and relevant to your club purpose
- **Timely:** With a clearly defined timeline, including a starting date and a target date. The purpose is to create urgency.

**There are two basic types of goals that should be recognized.**

1. **Strategic:** A strategic goal is generally considered for the longer term. One should consider this to reach long term objectives that align with your club Vision.
2. **Annual:** An Annual Goal should be considered a 'steppingstone' to reach your strategic Goals. The Goals listed in RCC are Annual Goals for your club.

The critical point to be made here is the relationship of a Club Vision, and Strategic and Annual goals. Strategic Goals will align objectives with your club vision aiming for future club existence and success. It is critical that your club recognize for club succession and future success. This can only be accomplished by collaboration and support from all members, especially the club executive. With Strategic Goals your club will be setting the destination you want in 5 years. With annual goals you are setting manageable destinations for the club to set to eventually reach the Strategic Goals. One should therefore recognize the need for club leaders to think long term.

### **Recognize the value of setting a Goal**

Think of a Goal as setting a means to reach a destination. It is a process. Swimming across Lake Ontario has a goal of reaching Toronto from NOTL. However; without monitoring your progress you might end up in Hamilton. So setting the destination is of little value unless you monitor your progress. Goals need to be set early and monitored continually. Waiting until you are halfway through the year, might mean that you will never be able to recover by year end.

The following is a list of the 25 Goals in RCC. Print the pages separately and use them for discussions with Executive and members. Recognize the "A" in SMART! Not all goals listed will be achievable by your club. IE Not all clubs have members that will donate \$10,000 in any given year. Or increasing your membership by 100% probably will never happen. So be Realistic and set achievable Goals.

# Rotary Club Central Explained 2020-21Goals (proposed)

	Explanation	Goal	Accomplish	Success
<b>Membership and Engagement</b>				
• Club membership	How many total members does your club want by the end of the Rotary year?			<input type="checkbox"/>
• Service participation	How many members will participate in club service activities during the Rotary year?			<input type="checkbox"/>
• New member sponsorship	How many members will sponsor a new club member during the Rotary year?			<input type="checkbox"/>
• Rotarian Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?			<input type="checkbox"/>
• Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?			<input type="checkbox"/>
• District conference attendance	How many members will attend your district conference?			<input type="checkbox"/>
• Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?			<input type="checkbox"/>
• District training participation	How many of your club's committee chairs will attend the district training assembly?			<input type="checkbox"/>
<b>Rotary Foundation Giving</b>				
• Annual Fund Contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?			<input type="checkbox"/>

<ul style="list-style-type: none"> <li>• PolioPlus Fund contributions</li> </ul>	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Major gifts</li> </ul>	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Bequest Society members</li> </ul>	During the Rotary year, how many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Benefactors</li> </ul>	During the Rotary year, how many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?			<input type="checkbox"/>
<b>Service</b>				
<ul style="list-style-type: none"> <li>• Service projects</li> </ul>	How many service projects will your club complete during the Rotary year? To track and report project details, such as contributions and volunteer hours, select Service Activities in the main menu.			<input type="checkbox"/>
<b>Young Leaders</b>				
<ul style="list-style-type: none"> <li>• Rotaract clubs</li> </ul>	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Interact clubs</li> </ul>	How many new and existing Interact clubs will your club sponsor during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Inbound Youth Exchange students</li> </ul>	How many Rotary Youth Exchange students will your club host during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Outbound Youth Exchange students</li> </ul>	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?			<input type="checkbox"/>

<ul style="list-style-type: none"> <li>• RYLA participation</li> </ul>	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?			<input type="checkbox"/>
<b>Public Image</b>				
<ul style="list-style-type: none"> <li>• Strategic plan</li> </ul>	Does your club have an up-to-date strategic plan?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Online presence</li> </ul>	Does your club's online presence accurately reflect its current activities?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Social activities</li> </ul>	How many social activities will your club hold outside of regular meetings during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Update website and social media</li> </ul>	During the Rotary year, how many times per month will your club's website or social media accounts be updated?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Media stories about club projects</li> </ul>	How many media stories will cover your club's projects during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Use of official Rotary promotional materials</li> </ul>	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?			<input type="checkbox"/>
<b>Citation: President Holger has set the qualification for a “Rotary Club Citation” simply so that any club that accomplishes thirteen (13) of the above goals.</b>				