**Chapter: Date:**

1. **Who is your Core Leadership Team?**

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| --- | --- | --- |
| **Name** | **Role** | **Email (**if new) |
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1. **Goals for the Year:** *(SMART goals – Specific Measurable Attainable Realistic Timely) Examples:*

*-Recruit & train 2 new Core Committee Members by June to help provide leadership to chapter.*

*-Sign up 10 new monthly donors this year to create an ongoing donation stream for our chapter.*

*-Train & implement new chapter technology tools as they become available.*

*-Raise $50,000 dollars in funds for Room to Read by hosting 2 fundraising events, building relationships with 10 new donors, and continuing to steward existing donors in our community.*

*-Make 2 new corporate connections to explore opportunities for funding with Room to Read.*

*-Increase our volunteer base to 25 active members by recruiting on volunteer websites on an ongoing basis.*

*-Grow Facebook followers to 200 by asking our active volunteers to suggest our page to their friends and family.*

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| --- | --- |
| Goal | Description |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |

1. **Last Year’s Accomplishments:**

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1. **Last Year’s Challenges:**

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1. **Revenue:**

**This Year’s Revenue Goal**

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| --- | --- |
| **Source** *(ie. Spring event, Corporate,*  *Individual, Monthly Gifts)* | **Amount** |
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**This year’s goal TOTAL: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Twelve Month Activity Plan (Fundraising & Awareness Building)** *Coordinate with your Global Chapter Contact for Market specific match periods (Mother’s Day, Fiscal EOY, etc)*

**What events and strategies will your chapter use to meet your goals?**

*Examples: Small events (Beers for Books), large events, Corporate*, *Student*

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| --- | --- | --- |
| **January** | **February** | **March** |
| **April** | **May**  *Spring Campaign matching opportunities* | **June** |
| **July** | **August** | **September**  *International Literacy Day (Sept 8)* |
| **October**  *Int’l. Day of the Girl Child (Oct 11)* | **November** *End of Year Campaign*  *Nov-Dec matching opportunities* | **December** *End of Year Campaign*  *Nov–Dec matching opportunities* |

1. **Do you foresee any transition in your chapter leadership over the next 1-2 years? If so, how will you manage that? What type of succession plan will ensure your chapter remains successful over the next 2-5 years?**

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1. **What resources/collaboration will help you accomplish your goals? Include details such as: volunteer management, leveraging events, materials, training, etc.** *(Shameless plug:* [*Chapter Leader Facebook page*](https://www.facebook.com/groups/RtRChapterLeaders/?fref=ts) *is a great way to get feedback/advice and* [*the Chapter Hub*](https://www.roomtoread.org/chapterhub) *is full of resources)*

|  |  |  |
| --- | --- | --- |
| Connection | Team Member | Details |
| Fellow Chapters |  |  |
| Resources |  |  |