



# Workshop 8

## Goal Setting

As the great American baseball player, Yogi Berra, once said, “If you don’t know where you’re going, you’ll end up someplace else.” Goal setting is the key to taking the ideas gained during the Summit and turn them into reality for you and your chapter.

It’s time to think of your 1-year and 3-year vision for your chapter, to set up for success now and in the years to come!

### Activity

25

mins

**Review the chapter goal setting template below & develop a 1-year and 3-year plan for your chapter.**

- Although not all your chapter leadership members may be present during the Summit to assist in creating these goals, it’s important for you to map out your own vision for the chapter. Inspiring ideas, as well as the collective and collaborative thoughts and perspectives, have been exchanged at the Summit – so it’s important to capitalize on the opportunity to use that as fuel to create a long-term chapter vision.
- Think big! What key events or fundraisers will help you reach your desired number of children impacted? Do you have the right chapter leadership in place to assist you and your chapter in reaching that goal? If not, what positions and what kind of leaders or core committee members would you like to recruit to provide you and your chapter the support you need?

20

mins

**Partner with someone else and share an overview of your 1-year and 3-year plan. (10 min each)**

- What goals are you putting in place within your 1-year plan that will enable you to reach your goal listed in your 3-year plan? What are things you’re looking forward to working towards? What part of your plan would you like specific feedback on?
- For the person providing feedback, take notes on three things you liked

about their 1-year and 3-year plan and three areas for improvement. Switch roles.

**15**  
mins

**Go around the room and share the feedback you gave to your partner.**

- What is the number one thing you liked about their plan and what is the biggest piece of feedback that you provided?

OPTIONAL

**If you feel excited about your goal setting, please continue on! Set goals for the next 5, 10, 15, 20 years! Where do you see the chapter going and growing into? The sky is the limit!**

# Chapter Goal Setting: One-Year and Three-Year Plan

## OVERVIEW:

The Chapter Goal Setting doc is designed to help all chapters map out a strategy for success. Whether you're a new chapter building out the first corporate strategy or a long-time chapter hoping to refresh chapter member engagement, this document guides you to create sustainable, tangible results.

Create both a 1-year and 3-year plan to set your chapter up for growth! Consider what goals within the 1-year plan will set you up for success so that you can reach goals within the 3-year plan. It is also encouraged that all goals are based off of the SMART goals template: Specific, Measurable, Attainable, Realistic, Timely

**Chapter Name:** \_\_\_\_\_

## ONE-YEAR GOAL SETTING PLAN

GOAL	DESCRIPTION	ANTICIPATED CHALLENGES → ACTION STEPS	TARGET DATE
<i>Example:</i>	<i>Recruit and train two new core team members (Social Media &amp; Events)</i>	<i>Finding the right team members to support chapter leadership → promote the available positions at every chapter meeting and upcoming events</i>	<i>December 2019</i>
1.			
2.			
3.			
4.			
5.			

## THREE-YEAR GOAL SETTING PLAN

GOAL	DESCRIPTION	ANTICIPATED CHALLENGES → ACTION STEPS	TARGET DATE
<i>Example:</i>	<i>Hold a Thanksgiving or Beers for Books fundraiser and have every chapter member bring 5 friends</i>	<i>Finding a bar that will cover the costs → reach out to chapter members to see what connections you can leverage and reach out to restaurants in the area that serve food from a Room to Read program country (Indian or Vietnamese food, etc.)</i>	<i>November 2020</i>
1.			
2.			
3.			
4.			
5.			

## NEXT STEPS:

Yay the hardest part of over! You've created a one-year and three-year goal setting plan to set you and your chapter up for success for years to come! Now it's time to share this plan with your chapter team — because a plan that is not utilized, or worse, not communicated or distributed properly, doesn't work. Consider ways of sharing your goal setting with your chapter.

In what ways will you communicate the goal setting plans to your chapter members... Email? Facebook? Chapter members? All of the above? The Room to Read Chapter Team suggests posting your Chapter Annual and five-year plan in a location that will be both visible and accessible to ALL chapter members so that you can hold each-other accountable for your plan.

---

---

---

---

---

Consider when you'll revisit your chapter goals — every monthly chapter meeting? Every quarter? In what ways do you as the Chapter Leader, and your leadership team members, need to interact or see these goals to stay on track to accomplishing these goals? (example: create a goal handout to post on everyone's bulletin board or refrigerator)

---

---

---

---

---