

STRATEGIC PLAN

CHECKLIST FOR A CKI CLUB



When thinking about how you are going to create your club's Membership Growth Strategic Plan, never lose sight of the fact that specifics are the most important piece of the puzzle.

Your goals must be **SMART: Specific, Measurable, Attainable, Relevant, and Timely.**

- REVIEW**
How many members did you have last year? The year(s) before? How many seniors graduated? Have you been losing members, staying steady, or gaining members?
- FOCUS**
The goal is growth. What is realistic in terms of growth for the upcoming service year? 0% growth, to steady a declining base? 5% growth to continue an upward trend? Consider your options.
- DECIDE**
How many members will you have by the end of this service year?
- HOW**
Who is going to be doing what? When will we be tabling (etc) exactly? This should be the bulk of your plan; it is not the time for ballpark estimates or the creation of vague plans that will be soon forgotten.
- COMPILE**
Compile your Membership Growth Strategic Plan into one, neat document.
- SHARE**
Share this document with your club's board- teamwork is key; there could be many perspectives on what is best for your club, and you can keep each other accountable for goals collectively created.
- ANALYZE**
Regularly return to the goals you've created (at least at the end of each semester) and analyze progress as a group, maybe at a Board Meeting. Ask: Has this person followed through? If not, how can we share responsibility? Have we tabled as often as we pledged? How many members have we gained, or lost? Are we on track for our goal? Should we reevaluate, or recommit? What have we learned, and how will we apply this to next year's plan?
- NEVER ALONE**
If you would like more assistance, your District Board and International Board members are always available to support you!

BEVERAGES

[Click for a Membership Growth Guide!](#)



[Click here for a mock Strategic Plan!](#)