

## Nailing Down Your Goals

Now it's time to get specific! What are you going to do to achieve your objectives?

### Why do we need to set goals?

1. **Clarity:** What do we most care about? What do we want to accomplish on this topic? When do we want to accomplish it?
2. **Fulfill our Mission:** Is what we are doing fulfilling our mission? Do our meetings fulfill our mission? Do our projects fulfill our mission? Are we sticking to our values?
3. **Establish a Timeline:** When do certain events or activities take place in your Post? Given the schedule, how much time should we allot to meet our program goals?
4. **Hold Yourself Accountable:** What did you say you would do this year and have you done it? Who volunteered to do what and did s/he do it?
5. **Define Your Accomplishments:** What does meeting your goal look like? What does progress look like?
6. **Publicize your Accomplishments:**
  - a. **To Craft your Image**

How does the community view your Post? How do veterans? How about government officials? And the general Jewish community?
  - b. **To Develop your Online Presence**

When a potential member googles your Post, what will s/he discover? What about a donor? Community group?
  - c. **To Recruit**

What does your Post do that other Posts don't? Other than being Jewish, why would a potential member feel compelled to join?
  - d. **To Build Gravitas**

Government officials are more likely to listen to us if we can back up our claims with our own findings; if they know that others are paying attention to us; if we collaborate with other organizations; if we publicize!

## Use the SMART method to develop your program goals

The goals should be specific, measurable and have a deadline – SMART:

**S**pecific: These aren't ideas or dreams, but specific action items.

**M**easurable: You should be able to track your progress. Instead of saying "we visited a lot of vets at the VA," we should be able to say, "we volunteered over

40,000 hours at 84 VA Facilities.”

**Attainable:** Based on current activity and knowledge, what seems reasonable for your Post to achieve in a given timeframe?

**Realistic:** You know the resources, members, research. What can you realistically accomplish? What is a reasonable timeline?

**Time-bound:** Every goal must have a deadline. You can always alter them, but there should be a clear timeframe to reach the objective.

*Examples:*

- In Member Year 2017, Department of Connecticut will recruit 30 new members aged 40 or below, by partnering with Operation Homefront.
- End Homelessness Committee will double its lobbying efforts by hosting four national call/letter campaigns in 2018.
- Women in the Military Committee will hold a 15-month national drive to collect items for 200 care packages for active duty servicewomen.