



## **S.M.A.R.T. F.O.R. M.E.**

### *Goal Setting for Campus Clubs*

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Goal setting for your campus club may seem like a daunting task, but having **SMART FOR ME** goals will help keep your membership positive, engaged, and focused on the goals you want to achieve.

#### **Specific**

Understand exactly what it is that your club wants to achieve. The more detail, the better! Perhaps you want to increase your membership by 25%, or maybe you want to see 10 more people out at every event. Be specific on what you want to do, make sure your executive has a clear idea as to what they are working toward. This will allow more youth to feel involved in the process.

#### **Measurable**

Measure your progress towards your goals. Working with concrete numbers allows everyone in your club to share in the sense of accomplishment and pride as you reach your goals.

#### **Attainable**

Set goals that are challenging, but will be able to accomplish with a little extra effort. It may not be attainable to double your membership in the first semester, but maybe it could be done in one school year?

#### **Realistic**

Logically, given your time, money, and resources, will you be able to pull this off? If you are lacking any of these components, you may need to shift your focus and come back to this idea at a later time.

#### **Time-sensitive**

Set a deadline for these goals and try your best to match the time frame to the urgency of the goal, but remember to be realistic. This will allow you to track your progress – for example, you may want to check in at every meeting on how many new members and supporters have been signed –up.

#### **Focused**

Do not spread your resources too thin. If your club needs to focus on outreach, make that a priority. Stick to events you know students on campus will enjoy and do them well, rather than having scattered events with less focus.

### Optimistic

Remember: you are playing a crucial role in the rebuilding and renewal of the Liberal Party of Canada. The members and supporters you sign-up on campus, and outreach to students across your University will send a positive message and excite more young Canadians to join our movement. Make sure that your goals reflect this overarching goal and make sure that each goal reflects the values of the Liberal Party. Write and discuss all goals in a positive manner.

### Ready

Your club has to be at a point where it is ready to achieve these goals. The right mindset is positive and energetic. We need you! Come election time, we will need your club to be ready for another tough fight. These goals are intended to allow your National and Provincial YLC executives assist your club in making sure you are well supported.

### Meaningful

The first rule of engaging club members is that everyone must be clear on “What’s in it for me?” Why does this task matter in the grand scheme? Sometimes it is easy to lose focus if you cannot see the immediate benefit of each task.

### Exciting

Your goals must excite your membership and inspire action. It is time to re-energize your club and prepare them for the work ahead.

Your National and Provincial Executives are here to assist you in this goal-setting process, but ultimately, you know your club and your campus best. Goal-setting needs to be an ongoing conversation with ideas flowing from your club members.