

CREATING MEMBERSHIP GOALS

CHAPTER TEAM: MEMBERSHIP

OBJECTIVE: TO ESTABLISH S.M.A.R.T. MEMBERSHIP GOALS

A great way to set membership goals is to use the SMART framework. SMART, stands for:

- Specific
- Measurable
- Achievable
- Relevant
- Time bound

According to research by Michigan State University, writing down and sharing SMART goals with your Team can increase the chances of success by 33%. Here's why: Say for example, you have an organization of 500 members. A SMART goal might be: Gain 50 new members over one month — that's a 10% increase over their base membership.

This goal is SMART because it's Specific (50 members), Measurable (50), Achievable (10% increase), Relevant (members for a membership organization), and Time Bound (one month).

A goal like this also makes tracking it easy — half way through the month, the organization should be at 25 new members. If not, new tactics can be employed. To be even more transparent about this goal, the organization can post progress on social media, in the office, and on the website. That way, everyone knows where the goal stands, and can help out if needed.

If you need help setting your own SMART goal, here are some typical goals:

- 10% increase in overall membership
- 300% increase in average memberships for one month (ex. If you typically get 10 new members a month, can you get 30?)
- A drive to get a specific type of member (ex. Students vs Professional members)