

WORKSHEET

Goal Setting for Alumni Groups

EVENT GOALS

What kind of events are essential to the life of your club or group? What events could you add to make your calendar year more engaging? Do you have enough events to attract younger alumni? Do you have the right amount of fundraising events?

EVENT TYPE	EVENT NAME	EVENT DATE	NUMBER OF VOLUNTEERS NEEDED
Social			
Networking			
Career			
Educational			
Fundraising			
Recognition			
Committee Meetings			
Other			

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VOLUNTEER BASE GOALS

Is your volunteer base as strong and diverse as it could be? Do you have the positions needed to fulfill all your programming goals? Is there an area of expertise that could be strengthened by new volunteers?

VOLUNTEER TYPE	NUMBER OF VOLUNTEERS	VOLUNTEER GOALS
Programming/Events		
Communications/Web Skills		
Nominating		
Recruitment & Membership		
Retention/Stewardship		
Fundraising		
Finance		
Other		

FINANCIAL GOALS

FINANCE TYPE	PREVIOUS FISCAL YEAR	CURRENT FISCAL YEAR	NEXT FISCAL YEAR GOALS
Dues			
Event Revenue			
Souvenir/Item Revenue			
Investments			

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MEMBERSHIP GOALS

Clubs or groups that require dues-paid membership often have several levels. Consider how many complimentary and young alumni members make up you volunteer base. Are you attracting enough of this cohort? Is there a membership level that should be eliminated or added?

MEMBERSHIP TYPE	NUMBER OF MEMBERS	MEMBERSHIP GOAL
Complimentary: Free membership usually offered to the most recent graduates		
Young Alumni/MIT10: Discounted membership offered to MIT10s. Typically 75-50% of regular membership		
Regular: Most popular type of membership offered. Communities average \$25 to \$35.		
Supporting Membership that contributes to overhead cost of communities above and beyond dues.		
Sustaining Membership that contributes to overhead cost of communities above and beyond Supporting.		