



Affinity Group Goals and Objectives for Upcoming Fiscal Year

Affinity Group Goals – Describe the affinity group’s goals for the upcoming year.

Goals can focus on events/activities, leadership, fundraising, communication with members or anything else the affinity group would like to see implemented to improve the group. Growing membership is a goal that all affinity groups will work toward.

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Plan to Implement Goals – What specific steps will your affinity group take to reach these goals? Be sure to discuss steps that will be taken to develop and grow membership.

Steps can include any of the following suggestions or other ideas you may have: surveys on affinity group programming, phone calls and e-mails to expired affinity group members, personal calls to extend event invitations, membership outreach activities, asking each member to bring a guest to a function, leadership development activities, etc.

<u>Plan to accomplish goal #1:</u>
<u>Plan to accomplish goal #2:</u>
<u>Plan to accomplish goal #3:</u>
<u>Plan to accomplish goal #4:</u>

Programming – What events and activities will your affinity group put on this year? Provide a brief summary of each event, including an approximate date for each event.

Activities may include: fundraisers, mentorship programs, student events, awards dinners, galas or anniversary events, family events, receptions, guest speakers, professional or social networking, happy hours, tailgates, career workshops, cultural events, community service, sporting events, general membership lunches or dinners.

Event #1:

Event #2:

Event #3:

Event #4: