

club goals

aaf national goals

To develop your chapter's goals and objectives, a good place to start is the AAF National Goals. From there, customize your yearly overall goals and objectives in categories such as Communication, Programs and Events, Operations, Membership, etc.

The AAF National Goals are listed here:

- Bring members together to deliver creative business solutions
- Keep members abreast of the latest trends in technology, creativity and marketing
- Promote diversity and inclusion in advertising
- Honor and celebrate advertising excellence
- Develop the industry's future leaders
- Protect and promote advertising at all levels of government through grassroots activities
- Offer engaging programs to encourage local association volunteer leadership with better training and succession planning
- Utilize industry expertise to address community issues
- Provide opportunities for members to build supportive relationships with others in the advertising industry

example goals

Examples of local chapter objectives are included here. Customize your club's objectives according to the accomplishments you are planning for the current year.

Objectives

- Develop a membership growth action plan to help increase club membership by 7%
- Increase participation in the Club Achievement competition at District and National—At least one book from each club, and one more book from clubs who did not submit all books last year

Communication

- Governor's updates: July, August, October, December, February, April
- Club E-Newsletters: September, November, January, March, May
- Monthly COP and RD conference calls
- Quarterly Executive Committee calls or meetings
- Distribute a digital content calendar for all club presidents, district chairs and officers
- Leverage the District website and convert all newsletters to blogs on the website

Programs

- Offer a meaningful, proactive Club Achievement workshop at Leadership Conference
- Develop an outreach plan to the collected college/university list across the district
- Create a district internship directory to connect students and professionals in the district
- Promote the ADvance program for newly graduated students
- Establish guidelines for state Day on the Hill activity during "quiet" legislative years
- Develop a targeted list of locations for new professional and student chapters