insert volunteer community name Work Plan: FY 2014

**Name: insert name of volunteer community leader**

**Title: insert title of volunteer community leader**

**Please read through these notes, then delete this text box once you’ve filled in your plans.**

**Goals** are big-picture initiatives that are “SMART”: **Specific, Measurable, Attainable, Realistic and Timely**.

There should be **no more than** **5** goals per volunteer community, and they should all support the visions in your   
strategic plan.

**Start** each goal with an action word such as: integrate, develop, initiate, launch, start, cut, increase, decrease,   
improve, reimagine.

**End** each goal with a quantifiable (i.e. numbers-based) measure.

***Example***: Increase average net promoter scores of Webinar programs by 10% by July 1, 2014, with average of 20% response rate on surveys.

***Example***: Increase alumni engagement index (AEI) in Chicago from 30% to 32%

**Tactics** are specific events, activities, or relationships you’ll initiate to achieve your goals.

*Examples:*

* Invite more targeted segments of alumni by interest and relationship to the university.
* Send all surveys within one hour of webinar close.
* Break out survey responses by tracked/untracked attendees.
* Follow up with attendees who answer 0 to 6 for NPS question.

**Putting these together, here's what a goal might look like.** *(Note: This is fictional, just an example to get   
you going.)*

# GOAL One

Increase AEI for the class of 1983 from 30% to 32%, by July 1, 2014.

**Tactics:**

* Throw a 50th birthday party in major metros and send paper invites to unengaged classmates.
* Use affinity marketing to reach out to classmates for 30th Reunion.
* Use class treasury to send free copy of Cornell Alumni Magazine to unengaged, then do phone focus groups to follow up and learn more about their interests.

# GOAL One

Fill in goal here

**Tactics:**

# GOAL Two

Fill in goal here

**Tactics:**

# GOAL Three

Fill in goal here

**Tactics:**

# GOAL Four

Fill in goal here

**Tactics:**

# GOAL Five

Fill in goal here

**Tactics:**