

## SUCCESS SHEET – SETTING GOALS

**What will make this a great year?**

| GOALS FOR THIS YEAR <sup>1</sup>  | LAST YEAR RESULT (IF ANY) | KEY TACTICS (EMPHASIZE NEW/IMPROVED)   |
|---|---------------------------|--|
| Add at least 20,000 new subscribers to our email list.  | 8,000                     | <ul style="list-style-type: none"> <li>- Promote list on website and on printed materials.</li> <li>- Add a sign-up box to online action thank-you page.</li> <li>- ...</li> </ul> |
| Build relationships with key bloggers, so that we have at least 5 national, well-read bloggers we can call on for coverage. | n/a                       | <ul style="list-style-type: none"> <li>- Identify 10 targets by Feb. 1.</li> <li>- ...</li> </ul>  |
|   |                           |  |
|   |                           |  |

### Questions for Discussion

1. Are the goals ambitious enough / do they represent significant progress?
2. How realistic are these goals? Do you have real plans to achieve them? Will the tactics listed be sufficient to drive the growth we'd need?
3. If we achieved these goals, would this be a successful year? Do they capture what we most care about?
4. Other questions we should discuss?

---

<sup>1</sup> Reasonable people should be able to agree on whether or not you met your goal, so you should paint a clear finish line, with numbers or qualitative descriptors. (For instance, “get in shape” is not particularly measurable, but “lose 5 pounds” or even “develop 6-pack abs” is.) Also, rather than setting goals annually, you might use a shorter cycle, like every 3 or 6 months.