

Setting a Purpose and Objective for Your Club's Event

The first step to any good event or project is always having a clear sense of purpose. That purpose then needs to be channeled into a measurable objective so you can know for sure whether or not you were successful.

When you are deciding on the purpose of this event have your club mission close by. If you can't connect it back honestly and directly to your mission you shouldn't do it.

- A great idea may come along that you desperately try to crowbar into your mission. These distractions should be avoided as they will inevitably direct your energy away from your mission.

When deciding on the purpose of your event ask yourself the following questions:

- Could I better accomplish this purpose in a different way (e.g. a pamphlet or an online resource)?
- Is there a more important purpose I could be accomplishing?
 - There are many important things that need doing but the question is "what is the most important thing?" Make sure your club sets priorities each each year so you know what to focus on.

Once you've decided on a big picture goal, you should translate it into a specific and measurable objective.

| Goal | Objective |
|--------------------------------------|--|
| Raise Funds | Raise \$1000 |
| Raise Awareness | Inform 1000 people that Brain injuries are the leading cause of death for Canadians under 35 and 3 easy preventative steps |
| Volunteer | Provide the marathon with 24 volunteers |
| Team Building/Membership Recognition | Get 20 members to know each other better |

See resources below for more resources on goal setting.

Resources on Goal Setting

- [Five Golden Rules of Goal Setting](#)-MindTools
- [4 Tips for Setting Powerful Goals](#)-Success
- [How to Set Goals](#)-WikiHow