

Six Requirements For Fun & Effective Goal Setting

Based on an article By [Dr. Gary S. Goodman](#) with input from
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December 12, 2010

“Getting an idea should be like sitting down on a pin. It should make you jump up and do something.” E. L. Simpson

A goal is a dream with a deadline.

Goals, as you know, are crucial factors in helping us to achieve success.

Specifically, our goals need to be these six things to be effective, as well as to help us to achieve those dreams:

(1) **They need to be simple.** For instance, our primary goal as a Friends organization is to raise money on behalf of our library. That's simple, isn't it? Or, is it? So, to make it simple we need to think in certain terms in order to achieve these goals. Consider the following:

(2) **It should be specific.** "We want to earn a quarter million dollars this year," or "We want to earn enough money to meet our budget" which is specific enough.

(3) **Your goal should be important to you, as well as the Board of Directors.** To be energizing, you have to own the goal and not have it be something others thrust on you, but that you agreed to in your role, or that you agreed to as a Board.

(4) **It should be accomplished by an established date.** Taking the examples above, "*I want to earn a quarter million dollars this year*" is a good goal, where "*We want to earn enough money to meet our budget*" misses the mark, because it isn't connected to a completion date.

(5) **Goals should be measurable.** You can track your income, day-to-day, week-to week, and month to month; and you can chart your progress, so these goals are measurable.

(6) **Goals should be challenging, but achievable.** This is tricky. You want goals to make you stretch; otherwise why have them? Still, they need to be within your power to accomplish. "Earning enough money to meet your budget" may be within your power, but "earning a quarter million dollars this year", may not be if you don't have a Fundraising Director or a fundraising plan in place. The former might require good coordination and hard work, where the latter might require more effort, more people, and thus possibly be more challenging for this existing Board. However, don't let it stop you from believing in the possibilities, or even considering the goal of "*earning a quarter million dollars this year*" for the list – you just need to look at what it will take to make a challenging goal realistic and achievable.

Goal setting can be really exciting because it is a way of focusing on your deepest and most cherished hopes for the future – especially when a Board is being faced with so many exciting changes and possibilities. Instead of being dry exercises, they should be exciting adventures.

So, remember to have fun!