

BYU Alumni Association Chapter Annual Plan Matrix

- Goal: (The desired result)
- Example:** *To Cultivate the Spirit of the Y*
- Target Audiences: (Whom are you targeting? Alumni, Church Members, Community? Be sure there is at least one objective for each target audience.)
- Objectives: (Objectives are specific, measurable, and attainable. They include a timeframe and mention a target audience. All objectives must support attainment of the goal.)
- Example:** *To begin cultivating the spirit of the Y among young alumni by introducing all incoming freshman to the local Alumni Association Chapter by year's end.*
- Strategies: (How are you going to accomplish your objective? This is the action plan.)
- Example:** *Hold one event each year in which all incoming freshman from our chapter's area are invited to attend.*
- Calendar of Events: (The nuts and bolts. Assign responsibility for event to board member, set the date and the budgets)
- Example:**
Freshman Send Off Event
Sunday, August 15th 7:00 p.m.
Contact: Busy Cougar
Budget: \$100
- Evaluation: (How did you do? What could be done better next year. Have each person responsible for the event/program provide stats for annual report and recommendations to the board on the future of the event/program)