

ANNUAL OPERATIONAL PLAN TEMPLATE

OBJECTIVE: To increase club membership numbers

Key Results Area	Goal	Actions	Key Result Indicators	Responsibility	Timeline	Budget
What area of the Strategic Plan does this area link to?	What is your desired outcome?	How do you plan on achieving your goal?	What will deem your goal successful?	Which committee position will be responsible for achieving this goal?	When is the goal expected to be achieved by?	How much is the outcome expected to cost?
Membership	Increase membership by 20%	Advertising via flyers mailbox drop, community notice boards and school newsletters. Design Flyers, print and distribute	Signing of 10 new members	Membership Officer	July 2011	\$300.00