

# WALK THE RED CARPET!

Set your chapter goals for the coming year.—**Assess** your success at the end of the year.  
**Update and Renew** your goals for the next year.

*Look at your Chapter Health Assessment to complete this activity.*

Chapter \_\_\_\_\_

**Lights:** This represents the way in which your chapter prepares to be in the spotlight. This deals with the planning of meetings, the teamwork involved in planning, the friendships that are made, the way in which you value your members, and the level of stress within your chapter.

1. Strength:

A. Name one strength your chapter has that you plan to keep strong throughout the next year.

B. Name one action that your chapter can do to keep that strength.

2. Weakness:

A. Name one weakness that your chapter has.

B. Name one action that your chapter can do to work to get rid of that weakness.

**Camera:** This deals with your public profile. Publicity is the movement of information with the effect of increasing public awareness of a subject. Do you use any of the following for publicity:

- Website, social media, chapter brochures, emails to prospective members, promotional videos, print media, local events

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**Action:** This represents our chapter’s plan for the future. What are we doing to ensure that our chapter will thrive and continue to thrive for years to come? As one famous author wrote, “A goal without a plan is just a wish.” Even Benjamin Franklin recognized “By failing to prepare, you are preparing to fail.”

Remember, we want to:

- Gain—work with our prospective members to gain new members
- Train— educate our members about our organization, giving them the opportunity to be active and grow
- Retain— secure the future of our organization by recognizing member accomplishments and keeping them informed

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— *Antoine de Saint-Exupéry*