

What Does Success Look Like for Your Association?



Webinar
Tuesday, December 16, 2014



*To be successful, associations
need to define success.*

How Do You Define Success?

According to Merriam-Webster.com,
Success is defined as....

- the fact of getting or achieving wealth, respect, or fame
- the correct or desired result of an attempt
- someone or something that is successful
- a person or thing that succeeds

Your association success...

- depends on the actions it takes and what it accomplishes
- is doing the best you can, given the circumstances
- lies within the purpose it plays — why does your association want to be successful?

Benefits of Defining Success

1. Sense of achievement and satisfaction
2. Fosters enthusiasm and excitement
3. People want to be associated with success
4. Membership recruitment
5. Leadership and volunteer recruitment
6. Strong and solid reputation
7. **What else?**

Defining success...

- Define what success means to your association
- Stay focused on the mission and reason your association exists
- Set short and long term goals that contribute to the definition of your success- keep goals simple

Defining success...

- Have a plan on how to share your successes...what are your resources?
 1. membership meetings
 2. association publications
 3. website
 4. social media
 5. word of mouth
 6. City Commissioner
 7. Communications & Neighborhood Relations

Defining success...

- Track your successes in writing
 1. meeting minutes
 2. website
 3. social media sites
 4. newsletters
 5. eblasts
 6. posters at meetings

Tips

- Be real, remember you are volunteers
- Keep it simple
- Promote successes
- Have committees define success
- Make celebrating successes a priority
- Contact your Neighborhood Outreach Coordinator for assistance
 1. Cindy Light – 407.246.3245,
cindy.light@cityoforlando.net
 2. Natalie Jones – 407.246.2070,
natalie.jones@cityoforlando.net



**How Does your Association
Define Success?**



Questions?



**Need more information?
Call...**

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