

Membership Tip of the Month



Know (and use) Your Tools!

- ❖ **Membership Objectives**
 - Set useful goals!
 - Identify areas of improvement
 - Poll your general membership
 - Establish deadlines

- ❖ **Use the Tools**
 - [Membership Toolkit](#)
 - [Publication 286](#)
 - [PCC on USPS.com](https://pcc.on.usps.com)



SMART Goals? CLEAR goals? DUMB goals? Skip the fancy footwork and talk about just setting goals. Realistic goals that are challenging and achievable, uplifting and exciting, collaborative and inclusive.

Look at your PCC and think about what you would like to improve. Number of guests at each meeting? Number of regular attendees? Easing the pathway from casual attendee to active member? Have other Membership Committee members do the same. Ask your general members for their input, voice of the customer is key.

Set a measuring point and a deadline. That's how you'll know if you accomplished your goal. Keep track of progress and pitfalls. There is no shame in adjusting your goal(s) if you get into the first or second quarter and discover nobody wants to leave their house for the next 12 months!

Celebrate all victories! Take 10 – 15 minutes to host a zoom coffee meeting to high five each other and talk about what a fantastic job you're doing. Always keep each other encouraged!

Valuable Resources:

<https://postalpro.usps.com/node/7547>

<https://postalpro.usps.com/node/404>

<https://about.usps.com/what/business-services/postal-customer-council/welcome.htm>