

STRATEGIC PLANNING FOR CLUBS AND ASSOCIATIONS

IMPLEMENT AND REVIEW

Use your plan like a map to keep you going in the right direction.

The most successful clubs review their goals regularly to make sure they are staying on track.

To see how your actions have been shared around, you can use your action plan to generate separate action lists for committee members and other volunteers

After you've written your goals, SWOT and action plan, you can turn your WHY into your **Mission**, **Vision** and **Values**.

TIMEFRAME AND DELEGATION

Set up a budget to fund each action

Set a timeframe for each action

Delegate each action to a 'leader'

Note estimated costs for each action

What do you need to do to achieve your goals?

What can you do to fix your weaknesses?

How can you capitalise on your strengths?

What can you do to chase your opportunities and protect the club from its threats?

START by understanding WHY your club or association exists. This will be consistent with your constitution. Seek input from members Surveys Workshop Face-to-face discussions

2 GOALS

What you want to **ACHIEVE**

Write them down

Think long term, not just about this year's events and activities

What goals can help you achieve your clubs 'WHY'?

It's ok to DREAM BIG!

Strengths

What you are good at that's in your control?

Opportunities

What could happen that would be good for the club (may not be in your control)?

Are you getting stuck?

Try drawing a picture of

your ideas for a perfect

club.

Weaknesses

What is in your control that you need to do better?

Threats

What could cause problems for the club in the future?



ACTIONS