**INSERT YOUR   
CLUBS’S NAME**



Insert a club photo by double clicking the header of the cover page.

**STRATEGIC PLAN  
FRAMEWORK**

**20XX**

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**Notes on completing this framework:**

* Gather all of the necessary information for completing this framework from your planning workshop and any other consultation that you feel is necessary
* *Insert the relevant information where you are prompted in red*
* *Delete the red instructions*

# i. FORWARD

###### Formulation

The <club name>Football Cub Strategic Plan was formulated in <year> by <who>. The process included a planning workshop, involving all key stakeholders. This broad involvement was intended to ensure that the objectives and strategies contained within the Plan were fully representative of the entire membership of the club.

The workshop was held at <location and dates>. The information contained within this Plan was gathered from this workshop and from further consultation undertaken within the club.

###### Structure

This Plan is in seven main sections, each of which answers an important planning question:

1. **Snapshot of the club**

Where are we now?

1. **Mission statement**

Why do we exist? What do we do?

1. **Values**

What is important to us?

1. **Action plan**

Goals - What do we want to achieve?

Strategies / Actions - What are we going to do?

Key Performance Indicators - How do we measure our success in achieving our goals?

Responsibilities - Who is the club person responsible for achieving the goal?

Timeline - When is the task due?

Resources - How much money and what will be required to achieve this goal?

###### Implementation and Monitoring

This Plan will be tabled at each meeting of the Executive Committee to ensure that it is implemented throughout the year and that specified timeframes are being met.

<Club name> will also hold an annual planning review workshop in line with its AGM to ensure that this plan is updated each year.

# ii. KEY STAKEHOLDERS

<Club name> Football Club will consider the following groups and individuals within this planning process.

* Insert your key stakeholders

# 1. SNAPSHOT OF THE CLUB

## Organisational Chart

<Insert a brief summary of the names and roles of the executive and general committee>

## Population and Demographics

<Insert relevant information for your club, depending on your location>

## Membership Profile

Club membership is made up of the following categories:

<Insert details of your membership categories. Examples include juniors, seniors, males, females, veterans, etc>

The following table provides membership information in each of the membership categories.

<Insert into the following table an indication of your current membership profile>

|  |  |
| --- | --- |
| **TABLE 1. MEMBERSHIP PROFILE** | |
| **MEMBERSHIP CATEGORY** | **MEMBERSHIP NUMBERS** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

<Include any other information regarding your membership that you feel is important for the Plan>

## Financial profile

<Insert a brief statement regarding the financial position of the football club>

## Venue/Facilities profile

## SWOT Analysis

Complete the following table, remembering that the strengths and weaknesses are internal to your club and the opportunities and threats are external.

Below is an analysis of our *Strengths, Weaknesses, Opportunities* and *Threats*.

|  |  |
| --- | --- |
| STRENGTHS | WEAKNESSES |
| Insert answer here | Insert answer here |
| Opportunities | Threats |
| Insert answer here | Insert answer here |

# 2. VISION STATEMENT

<Insert your Vision Statement here>

# 3. mission statement

<Insert your Mission Statement here>

# 4. Values

The <club name> Football Club believes in the following values:

# 5. ACTION PLAN

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **GOAL** | **OBJECTIVES** | **KEY PERFORMANCE INDICATORS** | **RESPONSIBILITY** | **TIME FRAME** | **RESOURCES** |
| 1. <Insert the goals the club wishes to achieve for this season and beyond>   E.g. Increase club membership from 100 to 200 members this season. | <Insert objectives to achieve the goal listed>  E.g. Produce a promotional brochure to be distributed. | <Insert indicators that will allow your club to mark its achievements and see where it is in relation to its set goals>  E.g. The total increase in club membership. | <Insert who is responsible for achieving the goal>  E.g. Social Committee. | <Insert when the goal should be achieved by>  September this year | <Insert what is required to achieve the goal>  $1000 for printing |
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