

STRATEGIC PLANNING FOR CLUBS AND SOCIETIES

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.

What do you need to do to achieve your goals?

action

TIMEFRAME AND DELEGATION

Set a timeframe for each action

Delegate each action to a 'leader'

Note an estimated cost for each

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 society exists. This will be consistent with your constitution.



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!**



Are you getting stuck?

Try drawing a picture of your ideas for a perfect club.

Seek input from members

Surveys

Workshop

Face-to-face discussions



SWOT

Strengths

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

Opportunities

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

Weaknesses

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

Threats

What could cause problems for the club in the future?





