

Club Plan

All clubs should plan for the future and therefore be prepared to meet the challenges they may face in the future. Every club can improve in some degree and this must be constant objective. Working to targets within an overall plan is the best motivating factor.

What is a Club Plan?

It is when Club Officers, Committees and Members meet and undertake a strategic analysis and examination of all Club activity, structures and facilities and decide the future directions and objectives of their club and outline how they can be achieved.

In short a club decides its priorities and sets its own objectives towards achieving them.

What will be discussed at the Club Planning Meeting/ Workshop?

The following are the main areas you will need to discuss for your plan:

1. Mission: a brief statement explaining the purpose of the club and why it exists

For Example:

To promote Ladies Gaelic Football in the community for people of all ages and maximise participation.

2. Goal: Statements that explain the broad directions of the club.

For Example:

To increase playing and non-playing participation in the club.

3. Objectives: The specific club results the club wants to achieve in each of the key areas.

For Example:

To increase the number of fully paid members in the club by 20% before 2015 AGM.

4. Action Plan: Plan showing how the club is going to achieve its objectives and the timeframe involved.

For Example:

Objective	Action (What)	Responsibility (Who)	Timeframe (When)	Resources (€)
1. To increase the number of fully paid members in the club by 20% before 2015 club AGM	Identify members of the community who support club but are not active members and encourage them to join the club	Club Membership Subcommittee	By 1 st August 2014	€xxx Budget
2.				
3.				

Why Plan?

Planning can help your club to:

- Ensure everyone in the club is working towards the same goals and aligns club to achieve success
- Look objectively and honestly at the current position of the club
- Cope with changes
- Clarify its purpose and status in the community
- Determine priorities for improvement
- Decide where it wants to be
- Work out how to get there
- Agree the best method of delivery
- Monitor progress
- Apply for funding and grants

How do you achieve this?

Club planning is best achieved by:

- Critical review
- Honest assessment
- Self-analysis
- Objective targeting
- Positive direction

Where do you start?

It is essential that all members take an active role in the shaping of the clubs future. Participating in a planning workshop/meeting will allow them to do this. Clubs were set up for the whole community so it is important that they all have a say in the future development. The members will feel they have contributed to shaping the clubs future and will in turn be more likely to help carry out the plans.

What happens when we have gathered all information?

A draft plan should be produced initially. This does not have to be a complicated plan but a few prioritised area that your club would like to work on. It should set out clear achievable goals. It is important to circulate to members to ensure no changes are required. Once this version is adopted by the Club Executive the club should then publicise the fact that they have a club plan and ensure the members know what it will mean to the club and how it relates to them.

Once the plan has been finalised it is important that it is regularly reviewed. You should:

- Check your progress regularly in relation to what is set out in the plan. Always refer to it at club meetings.
- It is important to modify and update your plan.
- Review the plan and monitor its progress. Your club should be constantly planning.

Remember

“Failing to Plan is Planning to Fail.”

