

Sequim Picklers Strategic Planning Work Session

March 10, 3:00 - 5:00

Objective

Work as a group to develop a strategic framework for the Sequim Picklers Club. Strategic framework should look out no more than 2 years and leverage the history, talents and culture of the club and board. A strategic framework and plan supports the current maturity level of the club, builds confidence in the membership about the future of the club and shows the outside world (community, grant administrators, city and county officials, USAPA, national players, etc.) that we are a solid, engaged business entity that takes their stakeholders and position in the community seriously. It's a legacy to establish and pass to future board members.

Ground Rules

1. Open, honest, productive, safe discussion.
2. Allow facilitator to manage the pace, participants and time limits if necessary.
3. Break at 1 hour
4. Engage in the process

Agenda

1. Be prepared to discuss what you want to get out of the meeting
2. Discuss Strengths / Weakness of Club and Board
 - a. What have we got to offer members??
3. Discuss and finalize the Vision and Mission Statement
 - a. What do you want people to say about us?
4. Launch from the Vision and Mission into Strategic Plan
 - a. What do we need to focus on the next 2 years
 - b. Develop an array of strategies that are needed and achievable
 - c. Consider resources and partnerships
5. Discuss Income / Cash Flow issues and solutions (it will support the strategic plan)
6. Start a Strategic Calendar
7. Discuss Next Steps

Definition

1. **Strategic planning** is the process of **defining** the club's **strategy**, or direction, and making decisions on allocating our resources to pursue this **strategy**. It must align with the mission and vision.
2. Sample strategies (add measures later, then tactics)
 - a. Increase club membership
 - b. Local and national recognition of great tournaments
 - c. Keep Capital Fund growing to support maintenance and amenities
 - d. Be viewed as a community advocate and sponsor
 - e. Increase club membership in activities of club management
 - f. Obtain 501(c)3 status to continue eligibility for grants

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Club PURPOSE (Vision)

The purpose of the Club is to promote the sport of pickleball within the City of Sequim and the surrounding region.

Club MISSION

The mission of the Club is to facilitate the growth of pickleball in Sequim and Clallam County for the enjoyment, health, and social engagement of all players. Sequim Picklers (SP) will foster organized recreational and competitive play, by insuring opportunities for the continued development of all players in a friendly and sportsmanlike environment. The SP will assist in the planning and funding of construction and maintenance of pickleball courts within the City of Sequim. To reduce the financial burden of the City of Sequim and to promote the amateur sport of pickleball, the Club will conduct fundraising and educational activities including: sponsoring and conducting pickleball tournaments, offering training and lessons to the public on either a free or compensated basis and the receiving of cash donations, in-kind donations from the public and/or private organizations for the funding of courts and maintenance.

DEFINITION: A written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted **mission statements** (1) serve as filters to separate what is important from what is not, (2) clearly state which markets will be served and how, and (3) communicate a sense of intended direction to the entire organization.

A **mission** is different from a **vision** in that the former is the cause and the latter is the effect; a **mission** is something to be accomplished whereas a **vision** is something to be pursued for that accomplishment. Also called company mission, corporate mission, or corporate purpose.

While a **mission** statement describes what a company wants to do now, a **vision** statement outlines what a company wants to be in the future.