



# CREATING CLUB PROJECT PLANS & STRATEGIES

## CLUB POLICY DOCUMENT

Club volunteers are often asked to work on “mini projects” or pieces of work for the club. This can often be an individual project or part of a working group. Some people may volunteer to be involved so the work gets done, but for others, there can be some nervousness around delegating a task or taking a task on from an experienced volunteer. Using a simple strategy template can help support volunteers and team staff with projects, keep projects on track and create a reporting mechanism.

### Strategy Definition

- A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem.
- The art and science of planning and marshalling resources for their most efficient and effective use.

### Objective Definition

- A specific result that a person or system aims to achieve within a time frame and with available resources.
- In general, objectives are more specific and easier to measure than goals.
- Objectives are basic tools that underly all planning and strategic activities.
- They serve as the basis for creating policy and evaluating performance.

### How to create a simple usable strategy

- *Strategy Statement*; how this core area will contribute to our overall Club purpose.
- *SMART Objectives*; Outlining the outcomes of the project/piece of work.
- *Initiatives*; the ideas that will help us achieve our SMART Objectives.

### Strategy Statement

- Short statement covering.
- Project/piece of work core outcome.
- Project/piece of work opportunities/purpose.
- Club impact.

### Smart Objectives

Using the “SMART” Objective model can define objectives that can be effectively measured and reported on.

S	<b>Specific</b> <ul style="list-style-type: none"><li>• State what you want to do</li><li>• Use action words</li></ul>
M	<b>Measureable</b> <ul style="list-style-type: none"><li>• Provide a way to evaluate</li><li>• Use metrics or data targets</li></ul>
A	<b>Achievable</b> <ul style="list-style-type: none"><li>• Within your scope</li><li>• possible to accomplish, attainable</li></ul>
R	<b>Relevant</b> <ul style="list-style-type: none"><li>• Makes sense within your club function</li><li>• Improves the club in some way</li></ul>
T	<b>Time-Bound</b> <ul style="list-style-type: none"><li>• State time frame</li><li>• Be specific on date or timeframe</li></ul>



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## Club Strategy Template