



YOUR CLUB STRATEGIC PLAN

Club Strategic Plans are like road maps: it's possible to start without one, but that will only increase the odds of getting lost along the way. Clubs with a plan see growth 30% faster than those without one, and 71% of the fast-growing teams have a plan, something they can guide them or go back to when needed. Please include the four main components in the strategic plan required for the New Club Application:

LSC:

TEAM NAME:

TEAM OVERVIEW

Please include the following in your narrative summary of your program:



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MISSION AND VISION STATEMENT

Each club should establish a clear vision for the future and create a formal, written mission statement that defines its purpose and core reason for existence.



MARKETING OVERVIEW

How are you going to market the new club? Please include a description below. Your marketing description or overview should include a statement confirming that the applicant understands and agrees to follow USA Swimming's Code of Conduct, including Article 304.3.11, which prohibits:

Action, other than through general advertising, by a coach, owner, officer, volunteer, representative, or employee of a swim club, or a USA Swimming or LSC employee, either through direct contact with an athlete or the encouragement of others, to recruit or otherwise encourage an athlete who is already a member of a USA Swimming member swim club to leave that club, unless the acting party receives prior written approval to recruit or encourage the athlete to change affiliation from the designated club representative of the athlete's existing USA Swimming-member swim club or contact is initiated by the athlete, the athlete's parent or authorized representative.



SUCCESS METRICS:

Each Team has different ways of defining their goals and milestones.

How will you measure success and celebrate it? Please include your description here: