Purpose worksheet

Why does your club exist? Getting in touch with your big WHY is really important. It’s more than just running a sport. How do you contribute to your community and the lives of your members?

Writing down your big WHY at the start of the strategic planning process helps set the scene for the rest of your plan.

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| **Your big WHY** | |
| What are your objects, as listed in your constitution? |  |
| How do you contribute to your community and the lives of your members? |  |
| Who are your members, why have they joined and why do they keep coming back? |  |
| Brainstorm emotive words that describe your club’s purpose and culture. |  |

You can then turn your big WHY into Mission, Vision and Values statements. You can refine these later, so it doesn’t distract you from the rest of the plan. Your mission statement should be easy to remember and easy to communicate to others. Avoid mixed messages or complicated language.

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| **Mission – Why does the club exist?** | |
| How could you summarise the key objectives and purpose from above into a single sentence that captures WHY your club exists? Remember to use words that evoke emotion and convey the club’s overall tone and personality. | Example: *[Club name] exists to cultivate [sport] skills, sportsmanship and teamwork among athletes, providing them with opportunities to compete, grow and shine, both on and off the [court/field].* |

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| **Vision – Where do you want to be?** | |
| What do you want the club to look like and feel like in the future? |  |
| How could you summarise these ideas into a single sentence that captures the future vision for your club? | Example: *[Club name] is a hub where talent meets opportunity, striving to set new standards in sportsmanship, mentorship and community engagement.*  *or*  *Our vision is to be...*  *or*  *We are …* |

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| **Values - What do you believe?** | |
| Your values should be more than just labels or buzzwords; they define the beliefs of your club. When selecting values, delve deeper than just single words. For instance, if you like “integrity”, detail how your club exemplifies this. Does it mean always being transparent with members, even when mistakes are made? Does it involve upholding fair play in every game, regardless of the stakes? | |
| What are the values that you feel your club embodies? How will you live those values in the real world? |  |

*Values ideas:*

Here are some words you can use as a starting point to kick-start your brainstorming process:

*Achievement, Collaboration, Community, Competitiveness, Confidence, Connection, Development, Diversity, Enthusiasm, Excellence, Family, Friendliness, Fun, Growth, Guidance, Honesty, Inclusiveness, Integrity, Performance, Professionalism, Respect, Safe, Success, Support, Teamwork, Viability*