

Club Planning

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Club Planning

A club, big or small, sporting or otherwise is an

Organisation

“An organisation is a group of people working together for common aims – the work is divided up, carried out and coordinated to plans and rules”

(Salamon and Mabey)

Club planning

Define what you are

- Who are we?
- What are we about?
- Why are we doing this?
- The answer to these (seemingly obvious) questions will be the start point for your plan

Club planning



The makings of a plan

Club Planning

“ If you don't know where you're going, you're going to end up somewhere else”

(Mark Twain)

So,

- You need a core of people who understand where the club needs to go and who will work to get it there
- You need discussion, thinking “outside the box”, acceptance of a broad plan
- Now, get it down on paper and refine it

Club Planning

Why bother with a plan?

- It saves an awful lot of talking
- It provides clarity and general knowledge to all members of the club
- It creates a general acceptance of where the club is going
- It provides consistency of purpose, not a “new plan” at every AGM
- The very existence of a plan generates an impetus to get things done
- You now have documented argument for convincing members, outside supporters, potential sponsors, banks, etc.

(Remember- the camel is a horse designed by a committee!!)

Club Planning

The Plan

Introduction

Set out the reasons for having the plan – be convincing

Present situation

Describe where you are now, what resources you have (attach maps, etc., as appendices)

Overall strategy

Describe where the club needs to be and the incremental steps in getting there – the general “how” of how the club is going to go about this

Goals/objectives

Break the overall strategy into short/medium/long term objectives

Club Planning

Financial and commercial implications

- Separate “Current” and “Capital” expenditure in peoples’ minds
- Identify overall cost and calculate cost of each objective
- Identify the sources of finance/land/buildings available to you
- Distinguish sponsorship from fundraising
- Set up proper bank accounts

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Conclusion

- Put in another convincing argument
- Outline the possible impact on both the club and surrounding community
- Outline the role of the Development Sub-Committee and their initial strategy
- Emphasise the need for all sections of the club to support the plan

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Where to start?

- Get the plan discussed, written up, amended as necessary and finally agreed
- Get the right Development Sub-Committee in place. This is not a General Committee matter
- Get the right person to lead and give him/her some leeway in choosing members of the Sub-Committee. This Sub-Committee should not be elected at an AGM, but selected/volunteered. **THE PERSON** you need might not be obvious right now – you have to find him/her

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Summary

- Get the plan agreed, written up
- Get the Person/Sub-Committee who will drive it
- Get it out among the members of the club
- Attack the first goal/objective and decide on a fundraising methodology
- Bring objective 1 to a successful conclusion – acquire the confidence to chase objective 2

Not to be attempted by the faint-hearted!