



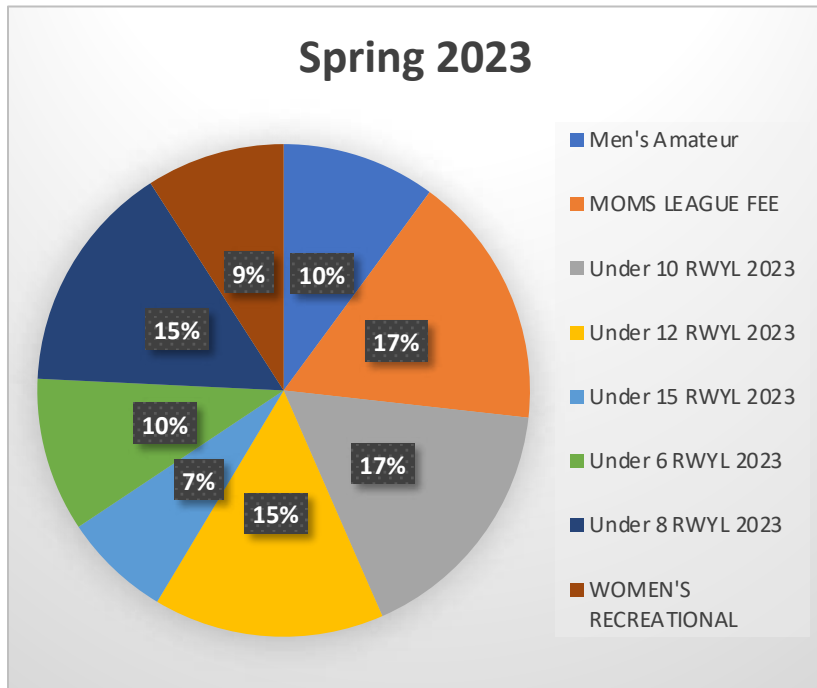
Dededo S.C.

Club Development

February 20, 2023



Background – Club Membership



- Current Numbers (2023) – 196 Total Registered
 - **Youth 126 Players**
 - U6 - 30 players | 4 Coaches
 - U8 - 30 Players | 5 Coaches
 - U10 - 32 Players | 4 Coaches
 - U12 - 34 Players | 3 Coaches
 - U15 - 14 Players | 1 Coach
 - **Mens Amateur (Div. 2)**
 - 25 Players | 1 Coach
 - **Womens 51 Players**
 - Moms - 33 Players | 2 Coaches
 - Recreational - 18 Players | 1 Coach



Background – Club Structure

- **Unincorporated Association**
 - Est. Oct 15 1998
- **501(c)4 Tax Classification**
 - Est. Feb 10, 1999
- **Board Members**
 - Kelley Barnhart – Pres.
 - Vance Manibusan – V.P.
 - Jon Barnhart – Sec./Treas.





SWOT

Strength

- HIGH VOLUNTEER SPIRIT
- STRONG FAMILY INVOLVEMENT
- LARGE NORTHERN POPULATION
- HIGH DEMAND
- LOW BARRIER OF ENTRY FOR PLAYERS & COACHES

Opportunities

- P.R. OPPURTUNITIES TO CREATE CONNECTIONS
- LARGE DEMAND
- LARGE MEMBER NETWORK FOR POTENTIAL SPONOR CONNECTIONS
- LARGE MEDIA PRESENCE

Weakness

- NOT ENOUGH EXPERIENCED COACHES
- LARGE DROP-OFF AFTER U-12
- UNINCORPORATED ASSOCIATION – 501(c)4
- HIGH DEMAND/UNABLE TO ACCEPT EVERYONE

Threats

- NO SPONSORSHIP FUNDING
- DROP IN ENROLLMENT AFTER U-12
- LACK CONSISTENT FIELD ACCESS



Club Structure - Proposed

- Board Members
 - President / Technical Director
 - Vice-President
 - Treasurer / Business Dev
 - Onboarding and Inclusion Officer
 - Dir. of Public Relations



Mission- Proposed

- A homegrown family, that fosters community connections, hard-work and friendly competition through the love of football.

- We are Dededo S.C.



Vision - Proposed

- We seek bring together those of likeminded passion by providing family access to football regardless of background. We seek to see our children grow and strengthen the health of our community, the connection of our community, and the elevation of our community through camaraderie, partnership and volunteerism.



Football Development

- DSC Grassroots training program: Introduction, Discover and Development in football U6-U10
- Pathway selection: Competitive or Recreational U12
- National's pathway assessment and training U12-U15
- Elite performance training U12-U15
- Competitive assessment for D1 or D2-U15
- Men's/Women's National's pathway assessment U17-U20



Football Development

- Men's/Women's National's pathway assessment U17-U20
- Competitive assessment for D1 or D2-U15
- National's pathway assessment and training U12-U15
- Pathway selection: Competitive U12



- Recreational Masters & Women's
- Recreational D2
- Pathway selection: Recreational U12-U15

DSC Grassroots Training Program:
Introduction, Discover and
Development in football U6-U10



Business Development

- Build stronger partnerships with vendors
- Reduce costs of goods and services
- Securing of Facility Access through affordable means
- Research private and public funding programs



Marketing

- Social Media
- Community Representation
- Local News Media
- Monitor Image and personality of the club



Public Relations

- Connect to Government agencies
- Locate and Connect with potential sponsorships
- Streamline communications between stakeholders
- Streamline communication with community



Goals

- **Strengthen Governance**

- Tax Structure: Change 501c4 to a 501c3
- Update club bylaws and articles'
- Fill vacant board members

- **Diversify Funding**

- Gain new sponsorships
- Obtain grant funding
- Diversify retail merchandise

- **Strengthen Football Development**

- Secure Facilities
- Create coaching manuals for youth division
- Educate and license coaches

- **Participate In All Available Leagues**

- Enroll girl's team in all youth divisions
- Enroll Women's D2 team
- Enroll D1 and Master's team



Goals

Goal: Strengthen Governance				Completion Date: 12/31/2023		
Objectives	Responsibility	Key Actions to be Completed	Measure/KPI	Completion Date	Percentage Completed	RAG
FILE 501(c)3 PAPERWORK	SECRETARY	OBTAIN APPLICATION DOCUMENTS, FILL OUT AND FILE	CLUB TAX STRUCTURE CHANGED TO 501C3	12/31/2023	50%	PENDING RESPONSE FROM IRS
UPDATE CONSTITUTION, ARTICLES AND OTHER RELEVANTE DOCUMENTS TO REFLECT CURRENT ADMINISTRATION VISION AND MISSION	SECRETARY	REVIEW, DISCUSS, MEET AND COMPLETE NEW VISION MISSION AND OTHER ARTICLES BY 10/31/2023	LEGAL DOCUMENTS UPDATED AND FILED WITH DRT	12/31/2024	10%	VISION, MISSION REVIEWED. DEVELOPMENT PLAN BEING BUILT.
FILL VACANT BOARD POSITIONS	PRESIDENT	ELECT MEMBERS	ALL BOARD POSITIONS FILLED	6/1/2023	50%	IDENTIFIED PROSPECTIVE CANDIDATES



Goals

Goal: Diversify Funding				Completion Date: 12/31/2023		
Objectives	Responsibility	Key Actions to be Completed	Measure/KPI	Completion Date	Percentage Completed	RAG
OBTAIN SPONSORSHIP DEALS	Dir. Public Relations	SIGN SPONSORSHIP CONTRACT	10,000 CASH/IN KIND DONATIONS FOR	12/31/2023	40%	\$4,000 OBTAINED
EXPAND MERCHANDISE PORTFOLIO	Business Development Officer (BDO)	IDENTIFY AND SOURCE NEW MERCHANDISE FROM VENDORS	\$3000 PROFIT OF MERCHANDISE SALES	1/15/2024	30%	\$1000 PROFIT YEAR TO DATE
OBTAIN GRANT FUNDING	PRESIDENT	IDENTIFY AND COMPLETE GRANT APPLICATIONS	\$18,000 FROM GRANT FUNDING	12/31/2023	100%	GRANT OBTAINED



Goals

Goal: Strengthen football development				Completion Date: 12/31/2024		
Objectives	Responsibility	Key Actions to be Completed	Measure/KPI	Completion Date	Percentage Completed	RAG
SECURE PERMIT FOR ANNUAL TRAINING FIELD	PRESIDENT	EXPLORE AVAILABLE FIELDS, COSTS, AND MOU REQUIREMENTS	2023 FIELD IDENTIFIED AND SECURED FOR TRAINING	1/1/2023	100%	FIELD PERMIT ACQUIRED FOR CY 2023
CREATE COACHING MANUALS FOR EACH AGE DIVISION	ONBOARDING OFFICER	ORGANIZE AND CREATE DIGITAL PDF OF COACHING MANUAL FOR EACH AGE GROUP TO BE DISTRIBUTED TO ANY NEW COACH	MANUALS COMPLETED FOR U6-U15	12/1/2023	40%	U6-U8 MANUALS COMPLETE
COACH CERTIFICATION	ONBOARDING OFFICER	IDENTIFY AND TRANSITION NEW COACHES INTO EDUCATION COURSES	50% COACHES ARE AT LEAST D LICENSED	12/31/2023	40%	6/15 LICENSED COACHES AT LEAST D LEVEL



Goals

GOAL: Participate in all available GFA leagues				Completion Date: 12/31/2024		
Objectives	Responsibility	Key Actions to be Completed	Measure/KPI	Completion Date	Percentage Completed	RAG
ALL GIRLS TEAMS IN EACH YOUTH DIVISION (U6,U8,U10,U12,U15)	PRESIDENT	SECURE FEMALE PLAYERS FOR ALL YOUTH AGE DIVISIONS	ALL GIRLS TEAM IN EACH YOUTH AGE DIVISION	12/31/2023	60%	U6-U10 ALL GIRLS TEAMS CREATED. NOT ENOUGH FOR U12-U15
ENTER A W2 TEAM	PRESIDENT	INCREASE ADULT FEMALE ENROLLMENT	W2 ENTERED	12/31/2024	30%	RECREATIONAL WOMEN'S ENROLLMENT HIGH. COMPETITIVE STILL PENDING
ENTER D1 AND D3	PRESIDENT	INCREASE COMPETITIVE ENROLLMENTS	D1 AND D3 ENTERED	12/31/2024	0%	NO COMPETITIVE ENROLLMENT



Thank You GFA