



RESULTS OF YOUR RESEARCH (SITUATIONAL ANALYSIS, FOCUS GROUPS AND SURVEYS)

Notes

- Sometime in early 2023 meet with board, coaches, parents to ask about SWOT

Strength History, Coaches, development, board members, sponsors, money generation, player development, longevity	Opp New sponsors, new young coaches, new board members, new players, new fields, future pathway development
Weakness Board member terms, coach training, accurate accounting, fundraising, no fields	Threats Too expensive, to be competitive we need coaches that need higher fees, increase in fees to players, no fields

- Outline the key findings from your research (challenges, issues, opportunities for the club)
 I will need to focus on this portion after the season starts
- **Max 1/2 pages**

OUTLINE THE VISION, MISSION AND VALUE STATEMENTS OF THE CLUB

By 2025, our vision is to be able to offer a pathway for our youth, all the way to our men's division 1 premier team. Our continued goals will be to keep our pathways for girls and women at the forefront. We wish to provide value to our families, our coaches, our sponsor and our players. (this is just a sample. I need to really get in touch with our board, our coaches, our families and players. This will take time)

Our mission, our objective is to provide the best player development experience for our club members so they can reach their maximum potential. Wings F.C. aims to instill in each child, an environment of enthusiasm and appreciation for the sport of soccer. It aims to promote good sportsmanship and develop technical, tactical, physical and psychological components of the game to develop quality soccer players and achieve desired level of play.

- Outline the club's values: Integrity, mental and physical health, teamwork, fiscal responsibility, community involvement, player and coach development (I am sure our "true" clubs' values will change. Again, time is needed for this.)

Max 1 pages

GOALS

1. Youth development –
2. Pathway development (youth and girls)
3. Increased revenue/sponsorship
4. Continue to develop/grow women's football
5. Community development
6. Off island travel, hosting tournaments

OBJECTIVES



Objectives

Club Name:		Wings FC				
Goal:	Increased revenue and sponsorship			Completion date for the goal: 6/01/23		TBC
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)
Increased sponsorship for club, or division teams	Duane Pahl	Develop marketing materials, develop list of potential sponsor or partners, Marketing items: promo sheets, social media marketing, emailing contacts	\$5000 to \$10000 per year	6/1/23	15%	
Generate income from Fundraising events	Francin Ovalle	Set up fundraising committee, develop list of fundraising activities ie Carwashes, bake sales, club memorabilia sales, agree key dates for each fundraiser, recruit volunteers to help, promote the fundraiser within the club and local community	\$2500 to \$5000 per year	6/1/23		



Objectives

Club Name:		Wings FC				
Goal:	Continue to develop/grow women's football			Completion date for the goal: yearly		TBC
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)
Set up Girls youth teams: u8, u10, u12, u15	Head Coach	Recruit coaches for each age group, develop coaching manual, recruit girls in schools, enter teams into GFA competitions, secure sponsorship	teams entered into GFA competitions	3/31/24	25%	
Create more womens amateur team	Head coach,	Recruitment, sponsors,	create a senior women's team and compete in GFA competitions?	Spring 2024 3/31/24		
Recruit women coaches for our youth/amateur team	Technical director	Advertising, youth meetings, social media marketing	1 C licence coach recruited, 10 grassroots award coaches etc	Spring 2024 3/31/24		



Objectives

Club Name:		Wings FC				
Goal:	Community involvement/development			Completion date for the goal:		TBC
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)
Increase awareness of soccer to our community	Communication director	Tie up with local schools, military institutions	Link with 3 local community organisations	31 January 2024	20%	
Wings scholarship	Club president	Offer reduced fees to underprivileged players, sponsorship	2 scholarships confirmed per year	31 January 2024		



Objectives

Club Name:		Wings FC					
Goal:		Off island travel, hosting tournaments, Hosting clinics			Completion date for the goal:		TBC
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)	
Hosting soccer clinics/camps	Head coach, division team support staff	Invite other clubs to participate, find central locations for all, clinic/festivals	Host 2 soccer camps per year	31 January 2024			
International tournaments	Technical director, language experts	Travel to Japan, Korea, or Philippines. Invite other clubs to come to Guam	International tournament per year	31 January 2024			



Objectives

Club Name:						
Goal:				Completion date for the goal:	TBC	
Objectives (SMART)	Responsibility (Must be individual, only one person)	Key Actions/Task to be completed (list 5-8 key tasks to be completed under each obj)	Measure/KPI (Must be definitive and quantifiable)	Completion Date (Must have a completion date)	Percentage completed (0%, 25%, 50%, 75% or 100%)	RAG (Red, Amber, Green)



20xx-20xx Targets (delete as appropriate)

	31 Dec 2023	31 Dec 20xx	31 Dec 20xx	31 Dec 20xx	31 Dec 20xx
Profit to be achieved					
Sponsorship income achieved	30,000				
Match day income achieved (ticketing, F&B, lottery, other)					
Number of Qualified Male Coaches Level 1 D lic C lic B lic	5 d license				
Number of Qualified Female Coaches (Level 1 D lic C lic B lic	2				
Number of registered footballer (adult men – over 18)	20				
Number of registered footballer (adult women – over 18)	20				
Number of registered footballer (youth – u8-u18 boys/girls)	150				
Facebook followers	250				
Instagram followers					
Twitter followers					
Other – TBC by the club					



Club to insert organizational chart to deliver the club plan (FT/PT/volunteer club personnel and committee structure)

- Club personnel/Volunteers
 - Chair- Duane Pahl, Treasurer- Asako Takagi, secretary-Rajesh Kurian, VP-Francin Ovalle, Germaine Moor
 - Technical Director-Yet to be decided, Coaches- James Okuhama, Duane Pahl, Tetsuo Yamamoto, 8 other coaches
 - Commercial -to be determined
 - Communications – Germaine Moor
- Potential committees to consider include:
 - Executive Committee/Board- yes
 - Club Development plan Committee (monitor the implementation of the plan) - we need
 - Women’s Committee - we need
 - Technical/Youth Committee – head coach usually takes care
 - Income generation Committee – this is a need
 - etc