

PROPOSED ERDBA 5 YEAR STRATEGIC PLAN 2022-2026 (ver 1/16/22)

1. Introduction

- a. This strategic plan updates the 2016 ERDBA 5 year Strategic Plan. In April 2016, the ERDBA Board of Directors approved their first Strategic Plan. Prior to this original 5 year plan, ERDBA spent 47% of total expenses on officer travel and 14% on member support or development. Since the plan's implementation in April 2016, ERDBA officers oversaw the achievement of 21 of the 24 goals the plan defined. The proposed 2022 budget is typical of the budgets implemented with the 5 year plan in focus, allocating 15% on meeting travel and 58% on member support and development.
- b. This document serves as an operational and goal guide for our organization.
 - i. Why are we here? – Our Mission
 - ii. Where do we want to go? – Our Vision
 - iii. What will we do to get there? – Our Strategy and Initiatives
- c. This Strategic Plan builds on the successes of the prior plan.
 - i. Develop and implement membership focused initiatives
 - ii. Officers administer Association Operations
 - iii. Maintain Director accountability for ERDBA budget

2. Our Mission

- a. ERDBA mission: Defined in By-Laws, Article 1 (Purpose and Objectives),
 - i. "Purpose of this corporation is to promote the sport and culture of dragon boating."
 - ii. "Following the guidelines as set forth by the USDBF..."

3. Vision

- a. Continue to plan for activities that help members grow and develop in sport.

4. Strategy and Initiatives

- a. Offer processes with tools to support ERDBA operations as described in the By-Laws as an Association where the Board of Directors have full charge of the property and business of the Corporation (re: Article III, section 4).
 - i. Enable and support BOD decisions and rulings on how to run ERDBA.
 - ii. Support Executive Committee's role as guardians of regional activities.
 - iii. Operate ERDBA using generally accepted fiscal spending principles and guidelines.
 - iv. Enable regular and timely BOD communications (website/email/phone) of ERDBA decisions/activities.
 - v. Adhere to generally accepted Roberts Rules in conducting meetings.
- b. Offer processes to support our membership seeking USDBF and IDBF competition.
 - i. ERDBA.net website to include relevant info on USDBF / IDBF competition.
 - ii. Offer Meet N' Greet info calls to assist Individuals and Clubs preparing for or bidding for USDBF National Championships or IDBF World Club Crews or TEAM USA.
 - iii. Support Regional representation in the USDBF administration.
- c. Offer opportunities to grow member value
 - i. Grow ERDBA visibility to members and non-members
 - ii. Create value to potential vendors.
 - iii. Share / Promote ERDBA legacy of member impact on USDBF and IDBF competition
 - iv. Support membership growth through education, training and safety programs.
 - v. Recognize member successes and accomplishments.
 - vi. Support sanctioned member events.
 - vii. Offer discounted equipment purchases
 - viii. Establish and maintain supportive relationships between member clubs and festivals
 - ix. Offer opportunities to support and grow local youth dragon boating

- d. Create and develop revenue streams and fundraising opportunities
 - i. Design, sell ERDBA merchandise
 - ii. Create value to promote a fee relationship with vendors
 - iii. Create “for fee” programs
 - iv. Create opportunities for membership drives at festivals
 - v. Offer regional “friendship member events”
 - vi. Utilize “In-Region” resources for ERDBA programs