

# PROPOSED STRATEGIC PLAN – ERDBA 2016-2020 (written by: E.Law, draft-1b.4/12/16)

## 1. Introduction

- a. This strategic plan represents 1<sup>st</sup> draft for ERDBA Board of Directors to define and guide ERDBA's direction for period of April 2016-March 2020.
- b. This document attempts to answer the following questions for this Club
  - 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. Following ratification of a Strategic Plan, an Operational Budget will be created to reflect
  - i. How we will implement the initiatives outlined in the Strategic Plan
  - ii. How we will run the Association's Operations
  - iii. The ERDBA budget (2016=on going, Outer years=by previous November)

## 2. Our Mission

- a. The ERDBA mission: By-Laws, Article 1 (Purpose and Objectives),
  - i. 1<sup>st</sup> sentence: "Purpose of this corporation is to promote the sport and culture of dragon boating."
  - ii. 2<sup>nd</sup> sentence: "Following the guidelines as set forth by the USDBF..."

## 3. Vision

- a. We become a member driven association.

## 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 run ERDBA.
  - ii. Support Executive Committee role as guardians of regional activities.
  - iii. Operate ERDBA using generally accepted fiscal spending guidelines.
  - iv. Enable regular and timely BOD communications (website/email/phone) of ERDBA decisions/activities.
- b. Offer processes to support our membership seeking IDBF competition.
  - i. Ensure ERDBA.net website includes relevant info on next IDBF competition, tryouts.
  - ii. Provide regular conference call meetings in even years to assist Club Crew members as they prepare for IDBF World Club Crews, odd years to assist individuals bidding for spots on TEAM USA for IDBF World Championships.
  - iii. Support Regional representation at USDBF AGM and USDBF administration.
- c. Offer opportunities to grow member value through self promotion initiatives
  - i. Offer opportunities to increase ERDBA visibility to members and non-members.
  - ii. Offer initiatives for individuals of ERDBA member clubs to join the ERDBA member database – creating greater value to potential vendors.
  - iii. Share ERDBA legacy through ERDBA.net to reflect ERDBA member impact on USDBF and IDBF competition
  - iv. Utilize "In-Region" resources to help develop our member skill-sets.
  - v. Recognize member successes and accomplishments.
  - vi. Support sanctioned member events.
- d. Offer alternate revenue streams and fundraising opportunities
  - i. Design, sell ERDBA merchandise and offer for sale on website.
  - ii. Offer "for fee" clinics, training
  - iii. Offer opportunities for membership drives at festivals
  - iv. Offer regional "friendship member events"
- e. Offer programs to encourage training and skills development of our member crews.
  - i. Offer opportunities and resources to support members seeking to improve their dragon boat experience.
    1. Offer supportive tools to provide training and education
    2. Establish and maintain supportive relationships between member clubs and festivals in fulfilling each of our missions within our objectives
  - ii. Offer opportunities to support and grow youth dragon boating
    1. Offer fundraising and low cost paddling opportunities
    2. Offer grant/scholarship program.
- f. Offer programs to support the growth of dragon boat participants