Insert Assn Logo

**SOFTBALL ASSN - STRATEGIC PLAN 2014 – 2018**

**SUMMARY:**

Quick summary about the association and the main reason behind this plan

**OUR VISION:** Add your Association Vision here

**OUR PURPOSE:** Add your Association’s Purpose here

**OUR VALUES:** Desired values here

**OUR OBJECTIVES**

**Examples**

1. Provide resources to enable sustainable and successful clubs
2. To develop, enhance and recognize our people
3. Develop a facilities strategy

**OUR OBJECTIVES**

**Example**

1. Develop and package a variety of enjoyable game and competition formats targeted at different audiences

**OUR OBJECTIVES**

Insert objectives

**OUR GOALS**

**Example from SNZ**

To provide leadership and guidance to our membership& to build excellence through our people, our affiliates, facilities and partners

**OUR PRIORITY AREAS**

**Example**

Connecting softball regionally

**OUR OBJECTIVES**

Insert objectives

**OUR GOALS**

Insert goal (s)

**OUR PRIORITY AREAS**

**Example**

Creating champion athletes and coaches

**OUR GOALS**

**Example**

To offer an accessible and great experience to all our communities

**OUR PRIORITY AREAS**

**Example from SNZ**

Grow and develop participation

**OUR OBJECTIVES (or strategies)**

**OUR GOALS**

**OUR PRIORITY AREAS**

**OUR GOALS**

Insert goal (s)

**OUR PRIORITY AREAS**

**Example from SNZ**

Growing our business