



2021 Snipe USA Strategic Plan

Planning Process and Next Steps



Strategic Plan

In this document we define the vision, strategy and goals for Snipe USA that will guide activities over the next 3-5 years.

Implementation Plan: For each identified strategy and goal in the Strategic Plan, the National Secretary and/or Board will assign responsibilities. These responsible teams will then determine how to accomplish the stated goal(s) and define activities and their timing. This Implementation Plan will be a living document updated/reviewed with the Snipe USA Board on a monthly basis.

Snipe USA Class Vision



To be a growing US sport with active, demographically diverse sailors participating in local, regional and international Snipe class sailing activities, supported by a financially sound national organization.

Strategies to achieve our Vision - 3-5 year timeline



1. Prioritize the **fiduciary and governance responsibilities** of the SCIRA US Board to enable long term support of Snipe sailors in the US and their eligibility for international competition.
2. Increase Snipe Class **sailing activities and participation**
3. Build a **sustainable membership base** around the US with enhanced focus on Women's and NextGen snipe sailing

Strategy 1 - Prioritize the **fiduciary and governance** responsibilities of the SCIRA US Board



Goals:

- Update bylaws to reflect new membership model (fleets, Under-30)
- Grow our Snipe USA donation base (financial, services, and equipment)
- Implement meaningful use of the Perpetual Fund to promote class growth
- Leverage new technology for efficiencies (e.g. membership/regatta management)
- Make effective use of both volunteers and administrative roles, capitalizing on volunteer enthusiasm while keeping a long term vision for continuity

Applicable sub-committees: Finance, Fundraising, Volunteer Operations (membership, website maintenance, bookkeeping, etc.)

Strategy 2 - Increase Snipe Class **sailing activities and participation**



Goals:

- Propagate what works locally to other fleets across the country
- Increase engagement/social communication among sailors
- Implement challenges across fleets/districts to increase traveling sailors
- Gain participation from new sources of sailors (e.g. community sailing/corporate challenges etc.)

Applicable sub-committees: Fleet Building

Strategy 3 - Build a sustainable membership base around the US with enhanced focus on Women's and NextGen snipe sailing



- Define and communicate the benefits of membership
- Communicate new membership model/collection of funds
- Host women's and NextGen events across the country
 - Use perpetual fund to bring coaches and media personnel to events
- Outreach to other boat classes and/or yacht clubs (i.e. Cottage Park YC)

Applicable sub-committees: Revenue & Membership, Fleet Building

Strategic Planning Next Steps



- Assign responsibilities for each Strategy/Goal
- Create implementation plan template for use by teams

Snipe USA Operational Action Items Before Jan. 2021



- Formalize sub-committees
 - (Finance, Fundraising, Volunteer Operations, Revenue & Membership, Fleet Building)
- Engage Volunteer Operations and local fleets to determine upcoming 2021 calendar
- Determine qualifying events for Int. Championships
- Schedule NextGen and Women's Invites/Challenges and determine PF fund needs