

## HEADLINE GOALS

**By listing your club's headline goals, you will develop a focus and identify target audiences for your communications.**

How Many New Members Do You Want? \_\_\_\_\_

What Age Group(s) & Profiles Do You Want To Reach? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Are There Certain Disability Groups / Schools / Youth Clubs You Want To Get Front Of? \_\_\_\_\_

Do You Need Volunteers/For What Roles? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Are You Looking To Attract Sponsors? \_\_\_\_\_

Do You Need Funding? \_\_\_\_\_

Do You Want To Hold Open Days? \_\_\_\_\_

List Any Additional Goals:

\_\_\_\_\_  
\_\_\_\_\_

## WHAT DOES YOUR CLUB OFFER?

Describe the sports / activities / classes / programmes / training that your club provides + any unique or special services included

## VALUE PROPOSITION / POINT OF DIFFERENCE

Community support, facilities, coaching quality, etc.

## MESSAGING THEMES

Health & Fitness Benefits, Social Connection & Community, Skill development, competition etc.