**12\_Sample Rationale For a Club Planning Process**

1. A strategic plan provides a focus for the club that can help to unite members in a common cause.
2. A plan grounds your dreams and makes good ideas possible by laying out what needs to happen in order to achieve your vision.
3. The plan provides opportunities for all members to shape the program of a club.
4. It helps to build consensus around your focus.
5. A plan puts the focus on the program of the club or organization and not on individuals – hence not as much pressure on the President who becomes the leader of a team implementing the commonly accepted plan – but it doesn’t prevent an individual president from having some sort of signature cause during his/ her year.
6. A plan facilitates more ongoing, long term projects for a club – the plan usually has a term of three or more years and some projects can be spread over that longer term.
7. A plan encourages Board members to better focus their energies – the focus area committees do most of the leg work whilst the Board’s job is to ensure that the plan is being implemented as well as dealing with “big picture” issues.
8. A plan provides focus to the major committees in the club or organization – the strategic goals become the agenda items of each committee.
9. A plan helps to ensure that there is a broad spread of projects across all the recommended avenues and areas of service.