

MISSION STATEMENT GUIDELINES

What is a 'Mission Statement'?

A Mission Statement is the goal of an organisation whether this be a multi-million pound company or a local sports club. The Mission Statement is a contract for ethical behaviour in which all members of the organisation or sports club are to follow.

What your Mission Statement is entirely up to you – this information sheet is designed to give you a few examples of what your club's Mission Statement could look like if you are struggling for ideas.

Points to bear in mind when deciding on a Mission Statement –

- The Mission Statement communicates the club's values to people.
- The Mission Statement will help to guide the behaviour of people involved with the club be that parents, coaches, volunteers or players.
- It should be simple, with a clear vision for the future.
- It should be positive.
- It should be inspiring.

Examples of Mission Statements

'To promote and provide volleyball playing opportunities to individuals of all abilities and ages and to enhance the sporting experience of club members.'

To enable all members to actively participate in volleyball in a safe, effective, child friendly environment.'

'The club will foster the growth and development of volleyball in (insert area/town etc.) providing learning opportunities in a safe, equitable and child friendly environment.'

'To help young players reach their maximum potential by providing quality coaching and learning experiences in a safe, equitable, child friendly environment.'

To provide a supportive environment in which people of all ages are provided with a quality volleyball learning experience that is fun, equitable, safe and child friendly.'

'(Insert club name) Volleyball Club is committed to the improvement of volleyball players, coaches and referees in the (insert town/area name) area. It is a goal for all participants to enjoy the sport of volleyball, to develop as players who are fundamentally and technically sound, and to be able to play against the best competition both locally, regionally and nationally.'

'To provide volleyball within (insert area) by providing an environment where all individuals can play volleyball recreationally and competitively whilst maintaining a safe, child friendly and equitable environment.'

'To provide opportunities for all players to reach their volleyball potential.'

'(insert club name) is committed to providing the best possible environment for our volleyball players to reach their maximum playing potential through excellence in coaching and support.'

These are not templates; these are examples of mission statements that your club could use. They are designed to give you some ideas in order to create your own mission statement that is unique to your club and represents the values of its members.