

Easy Stages to Writing a Development Plan

Introduction

A Development Plan enables a Club to see clearly what they hope to achieve and how they are going to get there.

The plan should focus on areas that relate to those in the:

- ⌚ Federation Strategic Plan
- ⌚ Soroptimist International Strategic Plan
- ⌚ Region, National Association or Network development plan (where one exists)

This ensures what you are planning to do satisfies the Organisation as well as the Club.

The areas which could be included

Membership:

(Federation Strategic Goal 1: To increase and maintain the membership of SIGBI)

Programme Action

(SIGBI Strategic Goal 2: To undertake programme action to improve the lives of women and girls)

Finance

(SIGBI Strategic Goal 3: Improve financial strength and accountability)

Communication

(SIGBI Strategic Goal 4: Deliver a comprehensive communications strategy)

Planning and Development – people and the organisation

(SIGBI Strategic Goal 5: raise the profile of SIGBI by increasing the public's awareness of our work and achievement)

How to get started

Before writing your Development Plan start with a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

Identify actions that will move the Club forward (your strengths) and take action to counter your weakness, opportunities and threats

This could be part of your Club's "Day of Reflection" event

What next?

Once you have identified your objectives, write your development plan using the following headings:

WHAT	The objectives you are trying to achieve
HOW	The actions you need to take to achieve your objectives
WHO	The people who will be involved in the actions
WHEN	The clear timescale or deadline

This will ensure that your objectives are **SMART** (Specific, Measurable, Achievable, Realistic and Time Related)

Remember

Your Development Plan

- 🕒 Is a working document
- 🕒 Is reviewed annually to check progress on objectives
- 🕒 Is completely reviewed and updated every three years

Example of a Format for a Club Plan

Objective/ what	Action/ how	Responsibilities/ who	Costs	Completion date/ when
SIGBI Strategic Goal 2: to improve the lives of women and girls				
a) Involve all members in PA	Make PA the cornerstone of your Club meetings	Executive		Ongoing
b) Inform all members about PA	PA to be reported at meetings and in club magazine	PA officer		Ongoing
c) Inform SIGBI of PA work undertaken	Programme focus report forms to be sent as appropriate	PA Officer		Ongoing
d) Contribute to the current Federation Charities	Hold at least one fund raising project each year	Executive and PA Officer		Each year until October 2014
e) Check and confirm that all Club projects remain relevant	Review all existing projects on an annual basis	PA Officer and Executive		Annually at Time of Reflection
f) Encourage new projects	Ask for and discuss new ideas at Club meetings	All		Six monthly

The above example relates to Programme Action. The same process should be repeated for Membership, Finance, Communication and Planning & Development