



STRATEGIC PLAN

FYE 2019 - 2021

RETENTION

Ensuring league stability and sustainability is focused on retention of current members, and providing high quality services and programs.

RETENTION STRATEGIES

- › *Improve member relations and strengthen relationships with current teams.*
- › *Expand competitive opportunities for all members.*
- › *Develop resources and guidance materials for members.*
- › *Make USQ-hosted events more meaningful to participants.*
- › *Increase safety of all participants in quidditch.*

RECRUITMENT

Growing the number of official members in the league and overall size of the sport in the United States involves recruitment of new players and teams.

RECRUITMENT STRATEGIES

- › *Foster organized and sustainable youth play throughout the season.*
- › *Promote opportunities for experienced teams to mentor new teams.*
- › *Broaden fundraising efforts to support growth and expansion of the league.*
- › *Expand base of volunteers and officials.*
- › *Implement ongoing adaptive measures to address future barriers to entry.*

REACH

Improving communication and marketing will expand the reach of the organization within our community and of the sport in general.

REACH STRATEGIES

- › *Ensure accessibility of the sport and all information and content shared by the league.*
- › *Improve quantity and quality of communication and feedback opportunities provided to members and other internal stakeholders.*
- › *Increase interactions of non-players with the league through marketing and public outreach efforts.*
- › *Collaborate to expand exposure and coverage of the sport through external communications efforts.*
- › *Expand engagement on social media.*