

Moneygall Football Club



Strategic Plan

2024 – 2028

Issue 1

December 2023

CONTENTS

1.	Executive Summary	1
2.	Background	2
3.	Organisational Structure.....	2
4.	Vision	3
5.	Mission	3
6.	Core Values	3
7.	Problem Statement	4
8.	Methodology	4
9.	Strategic Goals	5
10.	Objectives	6
11.	Planning to achieve objectives	14
12.	Strategic Outcomes	16
13.	Monitoring and Evaluation	16
14.	Conclusion	17

Appendices:

Appendix A: S.W.O.T

Appendix B: Organisational Chart

Appendix C: Communication/Marketing Plan

1. Executive Summary

As Moneygall Football Club experiences rapid expansion, the imperative for a strategic development plan becomes paramount. This plan is essential to harmonise the club's growth with the development of state of the art facilities, ensuring our infrastructure can adequately support the promising numbers of teams and members while becoming a vital and inclusive part of the community fabric.

This strategic development plan outlines key initiatives to elevate our club's performance, focusing on player development, facility enhancement, community engagement and financial stability.

In fostering talent, developing our facilities, strengthening community ties, and implementing sound financial strategies, we aim to position Moneygall FC as a leading force for sport in our community while ensuring long term success.



Moneygall FC's first team in 1978

2. Background

Moneygall FC, founded in 1978 has emerged as a community driven football club in the small rural community of Moneygall in Co Offaly. With humble beginnings, the club steadily grew in stature introducing schoolchildren's teams in the 1980's and growing each decade after.

Over the years, Moneygall FC has navigated various leagues, cups and competitions while showcasing both a competitive spirit and a commitment to developing grassroots talent.

Purchasing and developing our own grounds opening in 2017, ensured we continued to advance and expand opportunities for the community to enjoy the beautiful game and our amenities.

The clubs rich history is woven with memorable matches, dedicated players and volunteers with an unwavering community support that helped us become the club we are today.



3. Organisational Structure

The club is a Company Limited by Guarantee (CLG), delegating responsibility for day-to-day operations to an Executive Committee ensuring a structured organisational framework as outlined in our constitution. Governed by a set of guiding rules and principals, the club's decision making process is transparent and inclusive.

The executive committee ensures alignment with the clubs mission and boasts inclusive representation with 40% of committee female and 80% of the Board of Directors appointed to the executive. This ensures that the decision making body is well connected to the broader structure, fostering collaboration and aligning strategic initiatives with the collective vision of the club.

Sub Committees are delegated tasks and address priority areas by the executive committee and ensure a coordinated effort toward the clubs goals.

4. Vision

Moneygall Fc's vision is to ascend as a premier sports club in our community, league and region. This ascent will be driven by strategic development across facilities, coaching staff, player development and volunteer recruitment. The club is committed to realising this vision through meticulous financial planning and steadfast implementation of our club goals. This holistic approach underscores Moneygall FC's dedication to excellence and sustained growth in the sport.

5. Mission

Our mission is to enhance sports participation for all members of our local community. This goal is facilitated by the establishment of modern accessible facilities that enable the club to compete at relevant levels. Through these endeavours, Moneygall FC aspires to proudly represent not only the club itself but also the wider community and our supporters. This mission underscores the clubs commitment to inclusivity, competition and community pride.

6. Core Values

Our club is committed to upholding core values that will ensure a thriving and inclusive club within our local community. Respect will be at the forefront, ensuring that every member, regardless of their background or ability, feels valued and appreciated.

Moneygall FC's dedication to high standards of governance is a testament to our commitment to providing optimal conditions for the growth and success of all its members, and this is evident from our club receiving the FAI Club Mark both Entry Level and One Star awards.

Furthermore, diversity and inclusivity will be actively promoted, with a strong emphasis on gender balance across all facets of the club. This commitment will be evident in every aspect, creating a club environment that reflects the richness of the community that surrounds us.

By embodying these core values, Moneygall Football Club aims not only to be a sporting entity but also a beacon of unity and equality within the community.



7. Problem Statement

In the short to medium term, our club grapples with the need to enhance facilities, implement strong financial strategies, nurture and expand on and off field talent, and fortify community ties. Addressing these challenges is pivotal for ensuring both growth and financial stability, solidifying the club's position as an integral part of our local community.

8. Methodology

The Moneygall Football Club's executive committee has directed the establishment of a project team to formulate a strategic plan spanning 2024 – 2028. The team, guided by a facilitator, will engage with members and the executive committee, addressing issues outlined in the problem statement. A comprehensive SWOT analysis will inform the strategic plan, ensuring a focused and effective roadmap for the club's development over the specified period.



9. Strategic Goals

Outlined below are our four strategic goals, pivotal to our club's advancement over the next four years. These goals encompass the enhancement of talent development, enhancement of our facilities, the fortification of financial stability, and the strengthening of community ties.

Through these goals, we aspire not only to elevate the club's standards but also to secure its enduring presence as a sports club and an integral part of the local community for years to come.

Goal 1 - Fostering Talent



Goal 2 - Developing Facilities



Goal 3 - Financial Strength



Goal 4 - Community Ties



10. Objectives

Fostering Talent



Objective 1: Attract and Retain Coaches for our Club

1. **Action:** Establish a network to identify potential volunteers within the local community
2. **Action:** Evaluate existing coaches and identify potential “Directors of Football” for the club

Measure: Track the number of new coaches identified and placements on coach education

Objective 2: Implement a Comprehensive Youth Development Programme

1. **Action:** Provide the most qualified coaching staff for each age group to ensure personalised development
2. **Action:** Implement the new FAI Pathways plan within the club to replace the existing Player Development Plan

Measure: Assess player progress through periodic evaluations and feedback sessions

Objective 3: Create Pathways for Player Progression

1. **Action:** Establish a clear pathway from Underage, Youth to Junior levels within the club
2. **Action:** Forge partnerships with academies, higher level teams for potential collaborations

Measure: Monitor the number of players progressing through the established pathways.

Objective 4: Foster a Positive and Inclusive Team Culture

1. **Action:** Implement a mentorship system pairing experienced coaches/players with newcomers
2. **Action:** Open our club facilities to become more inclusive promoting more females, and abilities to get involved.

Measure: Gauge team cohesion through coach/player surveys and on field dynamics

Objective 5: Attract and Retain Off-Field Volunteers

1. **Action:** Develop a targeted volunteer recruitment campaign by creating an engaging and informative promotion, digitally and visually highlighting the impact volunteers will have
2. **Action:** Establish a flexible volunteering structure by offering short-term and long-term projects for people to engage with to create diverse preference

Measure: Track the numbers of new and returning volunteers and assess the effectiveness of the campaigns and the flexible structure.

By diligently pursuing these objectives and measuring progress at each step, Moneygall Football Club can systematically foster talent, ensuring a robust development programme that caters for individual and team success.



Developing Facilities



Objective 1: Construct a New Clubhouse with access for the wider Community

- Action:** Secure funding through sponsorship, grants and community partnerships.
- Action:** Collaborate with architects and builders to design and construct a multifunctional building.
- Action:** Establish partnership with other local organisations to ensure broader community access.

Measure: Track the progress of fundraising efforts and the completion timeline of the construction. Evaluate community engagement through facility usage.

Objective 2: Expand our Playing Field infrastructure

- Action:** Identify and secure suitable land for an additional playing field
- Action:** Design and lay the new land out to maximise its potential to cater for future needs
- Action:** Secure planning permission and seek Sports Capital Funding for development

Measure: Monitor the timeline and budget adherence during field acquisition and development. Then assess the increased availability and utilisation of playing areas for our teams.

Objective 3: Upgrade Training Equipment to Meet Player Development Needs

- Action:** Conduct a comprehensive review of current training equipment
- Action:** Develop a budget for upgrading equipment based on identified needs
- Action:** Procure modern training equipment that is skill specific, embrace new technologies and include for basic fitness equipment also.

Measure: Track the implementation progress of upgraded equipment. Evaluate coaches feedback and players performance improvements that can be linked to the new equipment

Objective 4: Establish Maintenance and Sustainability Protocols

- Action:** Develop a maintenance plan for existing pitches and the new developments
- Action:** Implement eco-friendly and sustainable practices for management of our facilities
- Action:** Educate and involve the local community in maintaining and preserving our facilities

Measure: Regularly assess the condition of facilities and playing fields. Monitor the adoption of sustainable practices and community involvement in facility management.

By systematically executing these actions and measuring their outcomes, Moneygall Football Club can successfully develop our facilities, create a welcoming community centre and club house, expanding our playing areas, and enhance training equipment to evaluate the player experience and community engagement.



Financial Strength



Objective 1: Optimise membership Fee Structure

- Action:** Conduct a thorough analysis of comparable clubs membership fees.
- Action:** Adjust the fee structure to reflect the standard, while considering affordability for diverse members.
- Action:** Implement a tiered membership system with additional benefits for higher-tier members.

Measure: Evaluate the increase in membership revenue and assess member satisfaction with the adjusted fee structure.

Objective 2: Develop and Execute Fundraising Initiatives

- Action:** Create a calendar of fundraising events for the year
- Action:** Utilise traditional methods (Joker Draw, Race Nights etc.) and online platforms to maximise opportunities.
- Action:** Leverage the club's network and community partnerships to maximise fundraising potential.

Measure: Set specific fundraising targets for each initiative and evaluate the success of events based on attendance and funds raised.

Objective 3: Cultivate and Strengthen Sponsorship Opportunities

- Action:** Develop a sponsorship package outlining the benefits for potential sponsors
- Action:** Actively engage with local businesses for sponsorship opportunities
- Action:** Provide regular updates to sponsors on the clubs achievements and community impact

Measure: Set sponsorship acquisition targets and assess the value generated through sponsorship. Monitor sponsorship retention rates and satisfaction.

Objective 4: Proactively Pursue Grant Applications

- Action:** Identify relevant grants from Dept. of Sport, F.A.I, Local Authority, Sport Partnerships and other philanthropic organisations.
- Action:** Submit grant applications aligned with specific club needs and expansion plans.

Measure: Track the number of successful grant applications and the amount of funding secured. Evaluate the impact of grants on targeted club initiatives.

Objective 5: Implement Financial Accountability Measures

- Action:** Establish clear financial reporting protocols and transparency measures
- Action:** Regularly communicate financial update to members, sponsors and stakeholders.
- Action:** Conduct periodic financial audits to ensure accuracy and compliance.

Measure: Track the frequency and effectiveness of financial reporting. Assess members and stakeholders satisfaction with the club's financial transparency.

By executing these actions and closely monitoring their outcomes, Moneygall Football Club can fortify our financial stability through diverse revenue streams, protecting and ensuring its longevity and successful expansion.



Community Ties



Objective 1: Expand License Agreements for the Community Garden

1. **Action:** initiate discussions with the Community Garden Group to assess their space and resource requirements
2. **Action:** Negotiate and discuss impacts of club expansion and base same on expanding existing license agreements to continue to accommodate the Garden and its development.
3. **Action:** Collaborate on joint events or initiatives to integrate the garden group with the club and broader community.

Measure: Track the expansion of the Community Garden Group's activities within the club facilities. Assess participant satisfaction and community engagement through organised events.

Objective 2: Building on Relationships with Moneygall Development Association

1. **Action:** Review the current usage and requirements of the Community Walking Track
2. **Action:** Collaborate with Moneygall Development Association to identify opportunities for expansion and improvement.
3. **Action:** Negotiate and formalise extended license agreements to enhance the walking track's accessibility.

Measure: Monitor the increased utilisation of the Community Walking Track. Gather feedback from users and evaluate community engagement in associated events or programmes.

Objective 3: Identify Additional Community Engagement Opportunities

1. **Action:** Conduct surveys or community forums to understand specific needs and interests
2. **Action:** Explore partnership with local groups, schools, sports clubs and organisation for joint initiatives.
3. **Action:** Develop and implement new programs or events that align with community preferences.

Measure: Assess community feedback and participation rates in new initiatives. Monitor the success of collaborative programmes through attendance and community impact.

Objective 4: Promote Inclusive Use of Club Facilities

- Action:** Establish an open-door policy for community members to use club facilities for various activities.
- Action:** Develop a communication strategy to inform the community about facility availability and usage guidelines
- Action:** Create promotional materials showcasing the club for diverse community activities.

Measure: Track the frequency and variety of community activities hosted at club facilities. Evaluate community perception and engagement based on promotional efforts.

By implementing these actions and measuring their impact, our club can actively contribute to community development, fostering stronger ties and ensuring our excellent facilities are utilised for the broader benefit of our wider community.



11. Planning To Achieve Objectives

Goal	Objectives	Action	Start Date	Responsibility	Resources	Close Date
Fostering Talents	1. Attract and Retain Coaches for our Club	1	Feb 2024	D.C.	Funding/ D.O. / FAI Pathways	Ongoing
		2	Jan 2024	E.C / D.C	Exiting Coaches	Ongoing
	2. Implement a Comprehensive Youth Development Programme	1	Feb 2024	D.O.F.	Existing Coaches	Aug 2024
		2	Feb 2024	Club Coaches	Education/ Training Courses – D.O.	Ongoing
	3. Create Pathways for Player Progression	1	Mar 2024	D.C.	D.O.F / D.O. / P.W.	Ongoing
		2	Aug 2024	D.O.F.	NTSL academies / Treaty United	Ongoing
	4. Foster a Positive and Inclusive Team Culture	1	Sept 2024	Club Coaches	Equipment / Facilities	Ongoing
		2	Feb 2024	D.C.	Football for All/ D.O.	May 24
	5. Attract and Retain Off-Field Volunteers	1	Mar 2024	E.C.	Marketing Plan / Role Profiles	Ongoing
		2	Sept 2024	E.C.	Seasonal Role Profiles	Ongoing

Developing Facilities	1. Construct a New Clubhouse with access for the wider Community	1	Immediate	E.C. / D.C.	Government / Local Funding	Dec 2028
		2	Immediate	D.C / M.D.A.	Design Team	Jun 2024
		3	Immediate	D.C.	Expand New & Existing relations	Jan 2025
	2. Expand our Playing Field infrastructure	1	Immediate	D.C.	Survey of suitable locations	Jun 2024
		2	Jun 2024	D.C.	Design Team /	Sep 2024
		3	Sept 2024	D.C. / F.C.	Design Team / O.C.C. / Dept. Sport	Dec 2026
	3. Upgrade Training Equipment to Meet Player Development Needs	1	Mar 2025	Club Coaches / D.C.	Survey Players / Coaches	Apr 2025
		2	May 2025	E.C. / F.C.	Funds from Grants / Owns Funding	Jun 2025
		3	Jun 2025	D.C.	Procure Equipment	Jun 2025
	4. Establish Maintenance and Sustainability Protocols	1	Immediate	D.C.	Engage professionals & volunteers	Dec 2028
		2	Mar 2024	D.C. / E.C.	Promotion & Education Plan	Sep 2024
		3	Sept 2024	D.C / E.C.	Implementation of Plan	ongoing

Funding	1. Optimise membership Fee Structure	1	Mar 2024	F.C. & Treasurer	Evaluate other clubs in area	May 2024
		2	Jun 2024	F.C / E.C.	Proposals for consideration at AGM	July 2024
		3	July 2024	Treasurer / Registrar	Outline Fee & collect from member	Sept 2024
	2. Develop and Execute Fundraising Initiatives	1	Immediate	F.C.	Review Plans and match to needs	ongoing
		2	Immediate	F.C.	Review best practice and compare	ongoing
		3	Oct 2025	F.C.	Compile a list of contacts and engage	ongoing
	3. Cultivate and Strengthen Sponsorship Relationships	1	Sept 2024	F.C.	Develop Packages for EC approval	Dec 2024
		2	Jan 2025	F.C. / E.C	Market the package and secure	Jun 2025
		3	Mar 2025	E.C.	PRO to commence Newsletter	ongoing
	4. Proactively Pursue Grant Applications	1	Immediate	F.C.	Compile list of funders / grants	Ongoing
		2	Ongoing	F.C.	Apply for all eligible funding	Ongoing
		3	Jan 2024	Treasurer / F.C.	Ensure best practice and review existing club protocols	Ongoing
	5. Implement Financial Accountability Measures	2	Mar 2024	D.C. / F.C./ Treasurer	Prepare communications quarterly	Ongoing
		3	Jun 2024	Treasurer	Prepare Accounts for AGM / Auditor	Annually

Goal	Objectives	Action	Start Date	Responsibility	Resources	
Community Ties	1. Expand License Agreements for the Community Garden	1	Mar 2025	D.C. / E.C.	Land availability & Needs assessment	Dec 2025
		2	Sept 2024	D.C.	Review plans for dev with C.G.	Dec 2024
		3	Mar 2025	F.C. /D.C. / E.C. / C.G.	Plan and run community events	ongoing
	2. Building on Relationships with Moneygall Development Association	1	May 2024	D.C. / M.D.A	Track Usage and Needs of Users	Sep 2024
		2	Sept 2024	M.D.A / D.C. / F.C	Plan to cater for needs identified	Dec 2024
		3	Jan 2024	M.D.A / EC	Extend Lease and review other opportunities	ongoing
	3. Identify Additional Community Engagement Opportunities	1	Jan 2025	D.C	Prepare Survey and deliver results	Mar 25
		2	Jan 2024	E.C. / D.C.	Engage with new groups	ongoing
		3	Jan 2024	E.C. / D.C. / M.D.A	MDA Community Plan	Dec 2028
	4. Promote Inclusive Use of Club Facilities	1	Jan 2025	E.C.	Open Day & Ongoing Promotion	ongoing
		2	Jan 2025	E.C. / D.C.	Marketing & Communications Plan	Ongoing
		3	Jan 2025	E.C. / D.C.	Marketing & Communications Plan	ongoing

Abbreviations

C.G	=	Community Garden Group
D.C.	=	Moneygall FC's Development Committee
D.O.	=	F.A.I Development Officer
D.O.F.	=	Club Director of Football
E.C.	=	Executive Committee
F.C.	=	Fundraising Committee
N.T.S.L	=	North Tipperary Schoolchildren's League
M.D.A	=	Moneygall Development Association CLG
O.C.C	=	Offaly County Council
P.W.	=	F.A.I. Pathways Plan

12. Strategic Outcomes

Fostering Talent

The strategic goal of fostering talent within Moneygall Football Club is poised to yield transformative outcomes. Through targeted recruitment, a robust youth development programme, and well defined player progression pathways, the club envisions a thriving pool of skilled and dedicated players. The emphasis on coach development and education ensures that our players not only excel on the field but also grow into responsible individuals contributing positively to our community.

Developing Facilities

Our clubs commitment to developing facilities is set to redefine the clubs landscape. The construction of a clubhouse, equipped for full community use, heralds a central hub for members and our local community. The addition of a playing field and upgrading equipment elevates our infrastructure, creating an environment conducive to player development and community engagement. The holistic approach to facility development ensures a lasting impact on the overall experience for members and our broader community.

Financial Strength

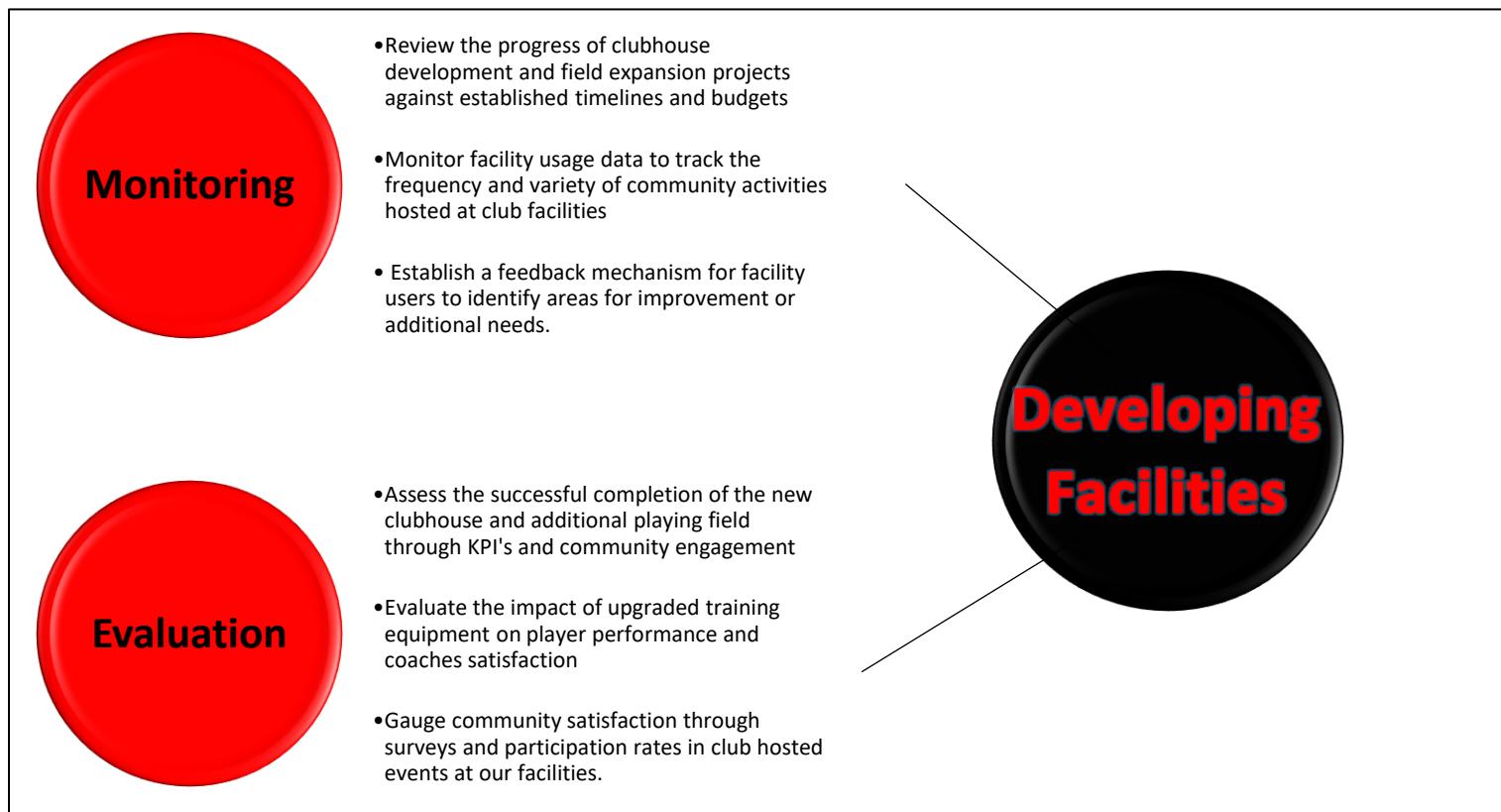
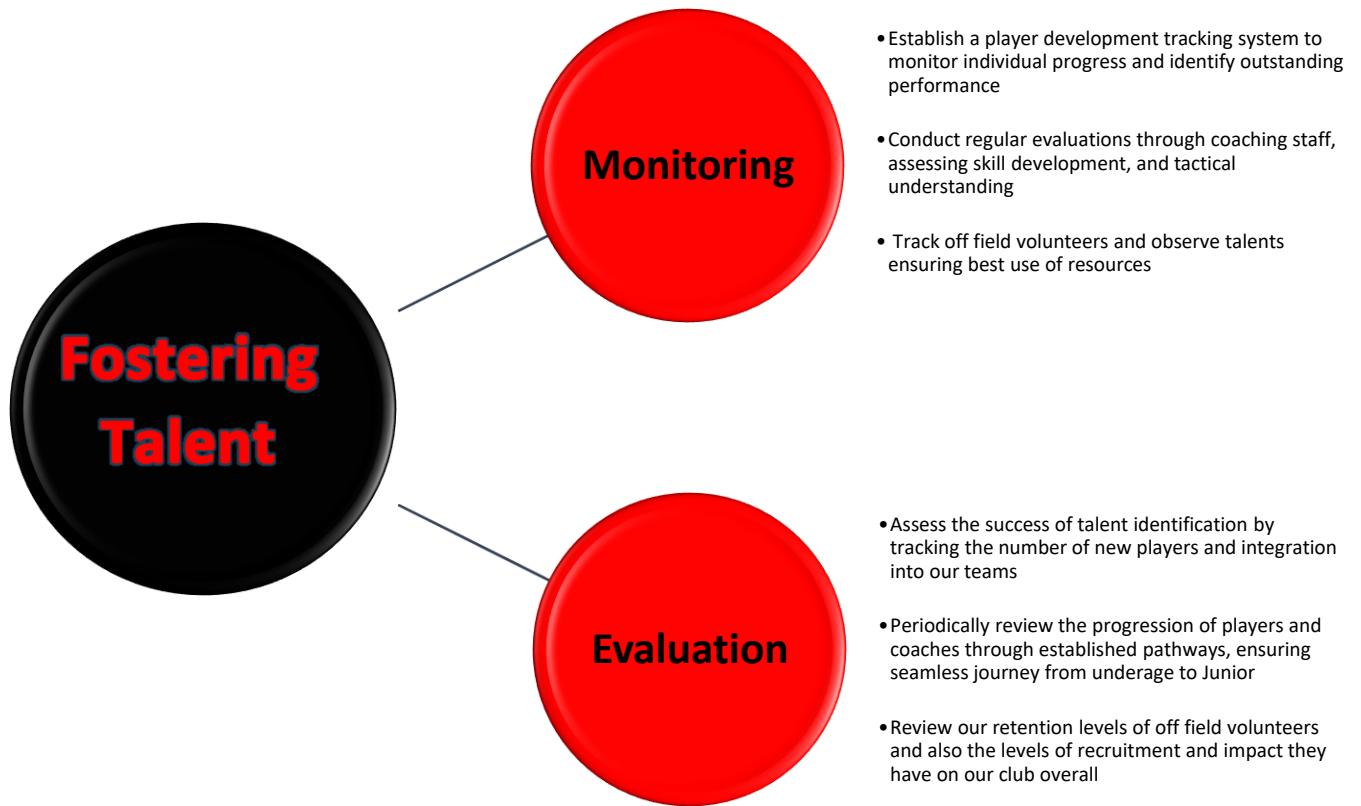
The strategic focus on continuous financial strength for our club is a catalyst for sustained growth. By optimising membership fees, diversifying fundraising initiatives, pursuing grants and cultivating strong sponsorship relationships, the club aims to secure a solid financial foundation. The outcomes include increased revenue streams, financial transparency, and a resilient financial structure that safeguards the clubs longevity and supports our ambitious expansion plans

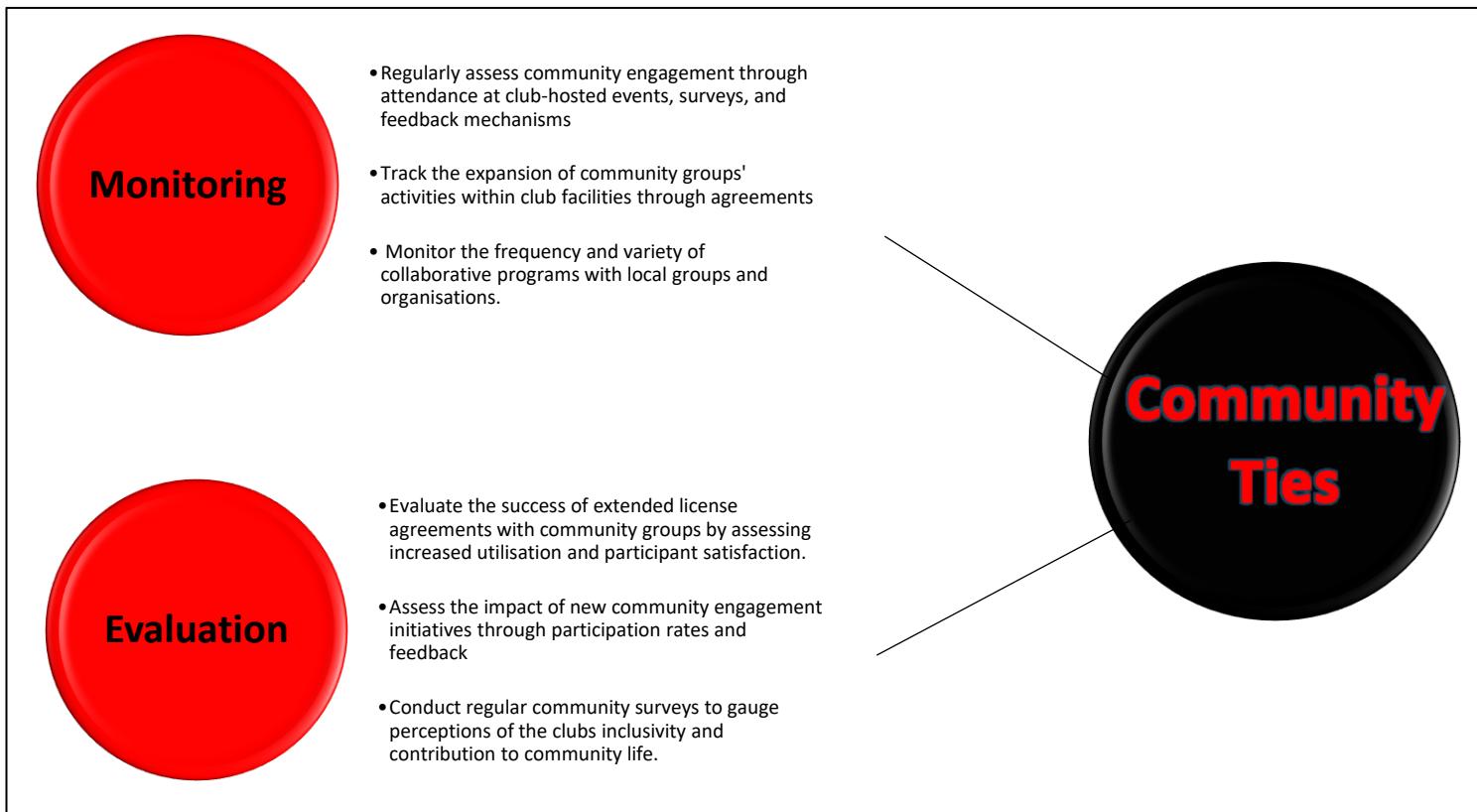
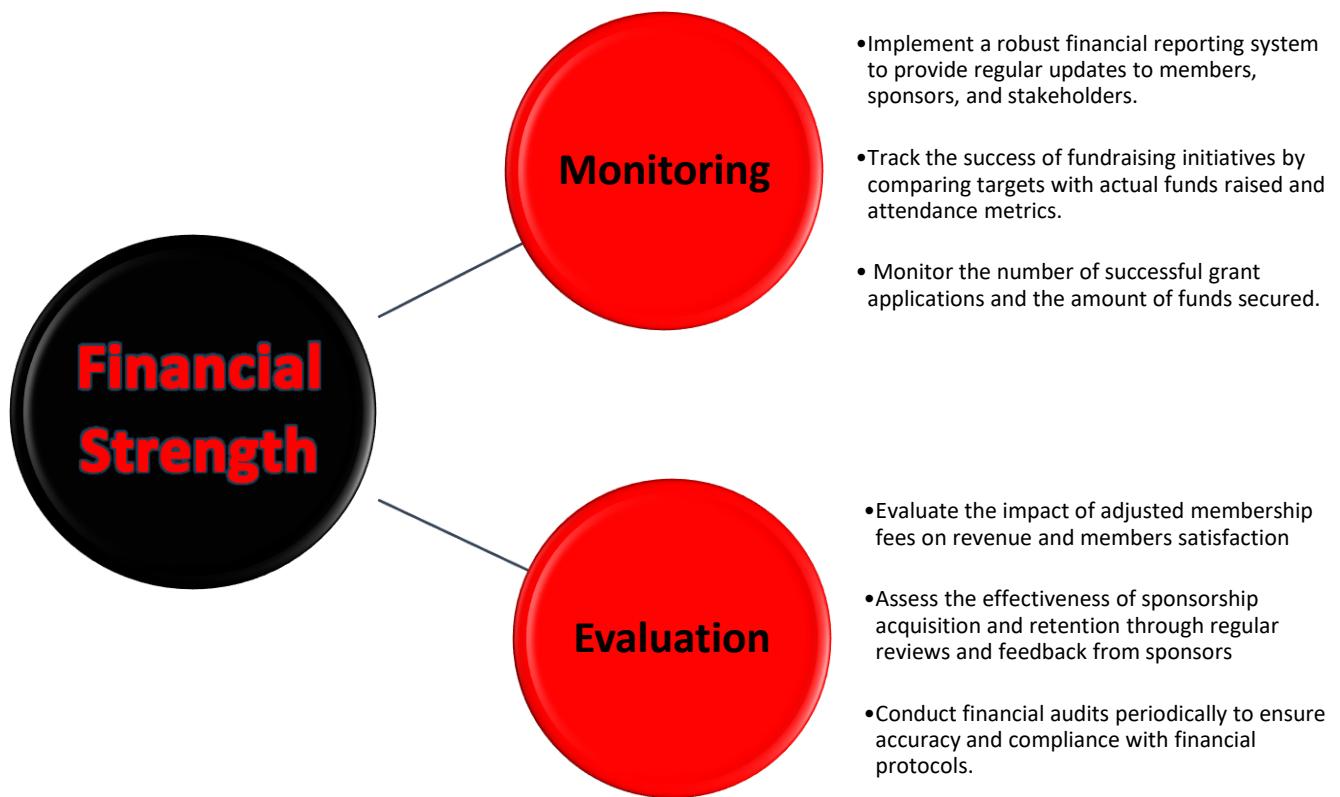
Community Ties

Our club's dedication to continue to foster community ties envisions a harmonious integration between the club and locals. Expanding agreements and leases with the Community Garden and the Development Association exemplify the club's commitment to community collaboration. By identifying additional engagement opportunities, promoting inclusive use of club facilities, and creating a welcoming environment, the club aspires to become a true community hub, fostering a sense of belonging and shared pride.

In summary these strategic outcomes collectively position Moneygall Football Club on a trajectory of comprehensive growth and community impact. By nurturing talent, developing state of the art facilities, ensuring financial resilience, and fostering strong community bonds, the club is not only securing its own future but also enriching the lives of our own members and the broader community we proudly serve.

13. Monitoring & Evaluation





14. Conclusion

As we conclude this comprehensive document outlining the strategic development plan for Moneygall Football Club, a compelling vision emerges, one fuelled by ambition, dedication, and a profound commitment to club, community and excellence. The intricate tapestry of our strategic goals – fostering talent, developing state of the art facilities, ensuring financial strength and fostering community ties – forms a blueprint for the club's transformative journey to 2028.

In the pursuit of fostering talent, the club envisions not only just players but individuals who contribute to the broader community, embodying values that extend beyond the pitch. The development of state of the art facilities signifies not only a physical expansion but a commitment to providing an environment where players, coaches and volunteers thrive, and our community actively engages. Our financial strategy, rooted in diversified revenue streams and sustainable practices, aims not only to secure the club's future but to propel it towards new heights of achievement and growth.

Crucially, our emphasis on fostering community ties demonstrates that our club is not merely a sporting entity but an integral part of the local community. By extending license agreements and leases with community groups, embracing inclusivity, and creating a welcoming hub, the club aspires to be a unifying force, a place where shared experiences, pride and belonging flourish.

As we embark on this transformative journey, it is not about the attainment of goals; it is about the ongoing commitment to evolution, adaptation, and the realisation of a shared vision. The success of our club will be measured not just in victories on the pitch or even the completion of a club house but in the enduring impact on individuals' lives and the broader community fabric.

The path ahead is dynamic, shaped by the collective efforts of players, volunteers, sponsors, and the entire community. Moneygall Football Club stands poised at the intersection of possibility and promise, ready to embark on a future defined by growth, unity and the resounding echoes of success both on and off the field. As our strategic plan unfolds, the club is not merely building a legacy – it is weaving the very fabric of a thriving, inclusive, and vibrant community united by love for the beautiful game.

“It took me 17 years and 114 days to become an overnight Success”
Lionel Messi

Appendix A:

SWOT Analysis



Appendix B:

Club Structure



Appendix C:

Communication and Marketing Plan

Moneygall Football Club's strategic goals encompass fostering talent, developing facilities, ensuring financial strength, and fostering community ties. An effective communication and marketing plan is pivotal to convey these aspirations, engage the community, and drive successful fundraising and volunteer recruitment initiatives.

Traditional Communication:

1. Posters and Flyers

- Design visually compelling posters and flyers highlighting the club's achievements, goals, and upcoming events.
- Distribute the strategically in local business, social enterprises, school and community centres to maximise visibility.

2. Newsletters

- Implement a regular newsletter, showcasing player spotlights, facility updates, and community collaborations.
- Utilise both digital and print formats to cater for diverse communication preferences.

Online Communication:

1. Social Media Engagement

- Leverage popular social media platforms (Facebook, Instagram, TicToc, X) to share real-time updates, achievements, and community initiatives.
- Encourage members to follow and share content, fostering a sense of community.

2. Website Optimisation

- Ensure the club website (www.moneygallfc.com) is user friendly and regularly updated with relevant information.
- Include sections highlighting ongoing projects, success stories, and a clear call-to-action for donations or volunteer sign-ups.

Emphasis on Fundraising:

1. Campaigns

- Develop targeted online fundraising campaigns aligning with specific club initiatives such as the weekly Joker Draw
- Use compelling storytelling to evoke community support and showcase the tangible impact of donations and continued financial supports.

2. Online Fundraising Platforms

- Explore and utilise popular online fundraising platforms (GoFundMe, iDonate etc) to facilitate easy and secure donations.
- Promote these platforms through social media, newsletters, and our website.

Volunteer Recruitment:

1. Highlight Impact

- Showcase the impact of volunteers on and off the field through success stories and testimonials
- Emphasise the diverse roles available, making it clear that every contribution matters.

2. Engage through Social Media

- Create engaging posts highlighting volunteer opportunities, events, and behind the scenes imagery
- Establish direct communication channels for interested individuals to express their willingness to volunteer.

Player Recruitment:

1. Inclusive Messaging

- Develop marketing materials that emphasise the club's commitment to inclusivity, welcoming players of various abilities.
- Highlight success stories of players who have thrived within the club's supportive environment

2. Community Engagement Events

- Organise events or workshops promoting soccer, inviting the community to experience the club's atmosphere.
- Capture these events through photos and videos to share online, creating a buzz and attracting potential players.

Conclusion

This communication and marketing plan serves as a dynamic tool to propel our club towards our strategic goals. By embracing both traditional and online communication methods, emphasising the importance of fundraising and volunteer recruitment, and promoting the club's inclusivity, this plan aims to unite our community, empower dreams, and secure a vibrant future for our club and its members.

