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# 1. CREATING A CLUB VISION, MISSION STATEMENT, AND CLUB VALUES

## 1.1 Preamble

It is important that every Club determines its mandate or vision, mission/purpose, and values. Creating these documents for your club are essential as they provide the club with a sense of identity and provide definition and limits. As well as outlining goals and they can help evaluate and affirm the clubs ongoing direction and evolution as a club.

Setting out a vision, mission, and values will provide exceptional guidance when making decisions within the Club, and they also act as an important risk management strategy having them available and shared among members. Having members aware of their Clubs vision, mission, and values, members are more likely to support these statements and align their efforts to fulfill the mission. Once these founding documents are created it is essential to communicate these policies and make them available for all members and public to view.

Other statements or policies that a club may wish to create which are related or may overlap with the above documents are:

* A Club philosophy (creating a vision, mission, and values is this)
* A Motto or mantra, and
* Goals and objectives

*This document has been created to help create a Club’s own personal Vision, Mission, and Values and the examples provided are only examples and each club should create their own statements based on their particular purpose and goals of each club.*

## 1.2 Who Should Create These Documents?

Creating a Vision, Mission and Values should be done with the contribution and help of as many people that can provide valuable input. Members, Board Directors, Parents, club alumni etc. are all individuals that may provide valuable input to a Club’s mission statement.

It is also important for a Club to review, evaluate, and if need be, modify any of these statements to ensure the Statements are still relevant to the present members and they are still meaningful to the Club.

## 1.3 Creating A Vision

Vision is a compelling description of an ideal future state. There are no formal rules for visions, except that they are meant to describe what the organization wants to accomplish (the big picture). Organizations adopt visions that work for them – that inspire their members, staff and supporters. Vision statements may describe how things would be different as a result of the organization’s efforts, or how the organization wants to be perceived by others. Visions statements should be long-term in their orientation and inspirational in their wording.

**Resource:** 2010 Legacies Now- Risk Management guide for Community Sport Organizations <http://viasport.ca/pdf/Risk%20Management%20Guide.pdf>

### 1.3 (1) Example of Club Visions:

*Note: All Examples below were found online on their respected websites.*

Coquitlam Ducks Volleyball Club Vision

*To provide our athletes a culture that inspires, educates, and develops future leaders*

VBC Vision

*Every person in BC enjoying quality participation opportunities, and every coach, official and athlete striving toward excellence according to their desires and abilities in the sport of volleyball*

Winman Volleyball Club Vision

*To continually promote both volleyball and personal excellence for each athlete and a life long love of the game in a caring, respectful and supportive environment. We believe volleyball is more than just a game; with WinMan it is a life experience.*

## 1.4 Creating A Mission Statement

### 1.4 (1) What is a Mission Statement?

A Mission is a concise description of an organization’s key/fundamental purpose. It describes what the organization does every day in its effort to achieve its vision. Because a vision statement is often expressed as a dream or an ideal, the mission statement will usually be more practical. It is a contract for ethical behavior in which all members of the club are to follow.

A good mission statement is concise and precise, and is usually very enduring, meaning that it does not change over time. It answers the question, “why do we exist”? Keep in mind that without a clear mission, an organization has no reason for being!

A mission Statement should outline the purpose of the Club in an easy to understand manner using proactive verbs to motivate members and individuals associated with the Club. What your club has as its Mission Statement is entirely an individual club’s decision.

**Resource:** 2010 Legacies Now- Risk Management guide for Community Sport Organizations <http://viasport.ca/pdf/Risk%20Management%20Guide.pdf>

### 1.4 (2) Examples of Existing Volleyball Club Mission Statements:

*The following examples are designed to give you a few examples of what your club’s Mission Statement could look like if you are struggling for ideas. Note: All Examples below were found online on their respected websites.*

BCO Club Volleyball Mission

*Our mission is to support North Shore athletes and coaches in their pursuit of excellence in volleyball.*

Vernon Volleyball Club Mission

*To promote excellence in middle and senior high school age competitive volleyball by developing standards of good sportsmanship, knowledge and skill development, and citizenship.*

Prince George Youth Volleyball Club Mission

*To be an instructional and High Performance organization for youth volleyball players and coaches in the Prince George area who seek to promote personal and team development skills, while raising the level of awareness and competitive play in junior high, high school, and club volleyball*

Volleyball BC’s Mission

*Actively encourages and enables all residents to enjoy, participate and excel in the sport of volleyball*

### 1.4 (3) Examples of Mission Statements

*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.*

‘To promote and provide Volleyball playing opportunities to individuals at 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 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 the goal for all participants to learn a love for 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) are committed to providing the best possible environment for our volleyball players to reach their maximum playing potential through excellence in coaching and support.’

## 1.5 Creating Club Values

Values are the core beliefs that transcend specific situations, and that shape the way  
people behave and make decisions. Values describe what matters most to people, and within a Club context, they describe what the Club’s ethical and cultural priorities are. Some people have described values as the glue that holds an organization together, uniting its people in a common purpose. When a Club’s values are clearly communicated and widely shared, the organization will attract members, volunteers and leaders that contribute effectively to that common purpose.

**Resource:** 2010 Legacies Now- Risk Management guide for Community Sport Organizations <http://viasport.ca/pdf/Risk%20Management%20Guide.pdf>

### 1.5(1) Examples of Club Values

*Note: All Examples below were found online on their respected websites.*

Volleyball BC Values

***Accessible***

*Questions about or for Volleyball BC are welcomed*

***Accountable***

*Volleyball BC will be transparent about what, how and why it operates the way it does*

***Service Oriented***

*Participants in a Volleyball BC program should feel that they got the best possible experience and good value for the time and money that they have committed*

***Professional***

*Volleyball BC representatives will conduct themselves in all their dealings in a way that confers and earns respect, and demonstrates integrity*

***Enjoyable***

*Participating in a Volleyball BC program should enhance people’s natural enjoyment of sport*

Durham Attack Volleyball Club

* *Respect fellow teammates, coaches, and Club, and support them to your utmost in your team endeavours.*
* *Embrace your role on the team, and execute that role to the best of your ability.*
* *Treat all opposing athletes, coaches, officials and spectators with respect.*
* *Exhibit the same standard of behavior when out in public, as you do on the court. Realize that when off the court you are a representative of Durham Attack.*

Ottawa Fusion Volleyball Club

* *Passion: we instill love for the sport that encourages volleyball for life*
* *Respect: we promote ethical behavior, fair play and respect for the game and all its participants*
* *Integrity: we act in a fair and consistent and transparent manner*
* *Dedication: we expect all members to make a commitment to the club and to its teams*
* *Excellence: We set, work towards, and achieve the highest standards*