

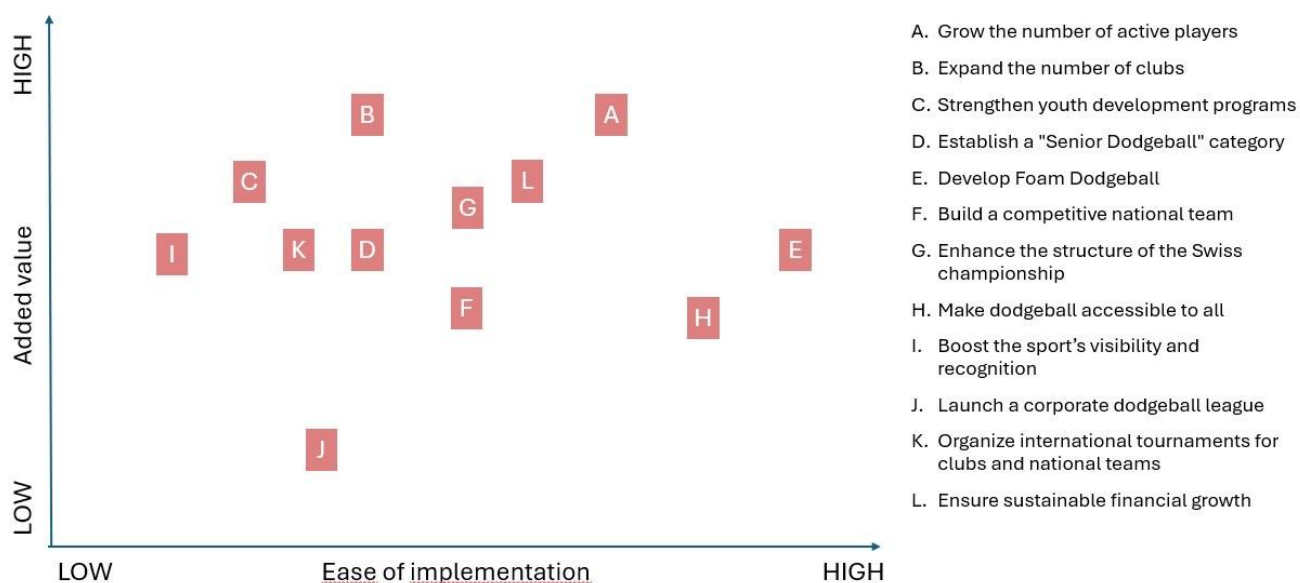


Strategic Plan 2025-2028 – Swiss Dodgeball Federation

Introduction

Analysis of the situation and development plan

Development - ROI



1. Three-Year Vision (2028)

- Double the number of registered players to exceed 200 members.
- Establish at least three clubs with active junior sections.
- Structure a stable and attractive national championship.
- Enhance the visibility and recognition of dodgeball in Switzerland.

2. Strategic Objectives and Action Plan

Priority Objective 1: Growth in Player Base and Clubs

Target: 10 clubs and 200+ licensed players by 2028.

Actions:

- **University and School Promotion Campaign (2025-2026):**
 - Organizing presentations and demonstration sessions in universities and schools.
 - Creating promotional materials such as flyers, videos, and online content.



- Engaging volunteers and experienced players to lead sessions and showcase the sport.
- **Creation of a "My Dodgeball Club" Starter Kit (2025):**
 - Providing key resources to help new clubs establish themselves.
 - Developing a comprehensive guide, explanatory videos, and communication templates.
 - Establishing a dedicated working group to support new clubs.

Objective 2: Development of Junior Dodgeball

Target: 50+ junior players and at least three clubs with active junior sections by 2028.

Actions:

- **Launch of the "Dodgeball Junior" Program (2025):**
 - Implementing tailored training sessions for young players.
 - Designing a structured pedagogical program, including discovery sessions.
 - Engaging specialized coaches and volunteers to support junior development.
- **Integration of Dodgeball into School Curriculums (2025-2026):**
 - Partnering with educational institutions to introduce dodgeball to students.
 - Developing training modules for teachers to incorporate dodgeball into physical education programs.
 - Mobilizing trainers, educators, and federation committee members to drive implementation.

Priority Objective 3: Structuring and Professionalizing the Federation

Target: Improve governance and competition structure.

Actions:

- **Development of a Training Plan for Coaches and Referees (2026-2028):**
 - Creating standardized training modules and certification pathways.
 - Organizing practical workshops to enhance coaching and officiating skills.
 - Recruiting qualified trainers and securing facilities for training sessions.
- **Investment in Resources to Support Club Development (2025-2028):**
 - Establishing a part-time support role to assist clubs with administrative tasks and development strategies.
 - Providing guidance on governance, funding opportunities, and best practices.
 - Leveraging volunteers and expert advisors to enhance club sustainability.
- **Structuring a Clear and Harmonized Regulatory Framework for Competitions (2026-2027):**
 - Conducting training sessions for referees to ensure consistency in officiating.



Objective 4: Increasing Visibility and Financial Sustainability

Target: Strengthen media presence and secure funding for long-term growth.

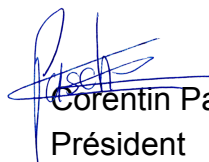
 Actions:

- **Comprehensive Media and Social Media Strategy (2025-2028):**
 - Producing engaging content, including videos, match reports, and player spotlights.
 - Strengthening community management and fan engagement on digital platforms.
 - Involving volunteer graphic designers and content creators to amplify outreach.
- **Active Sponsorship and Funding Search (2025-2028):**
 - Developing a compelling sponsorship package to attract corporate partners.
 - Proactively engaging with potential sponsors and applying for grants.
 - Leveraging the federation's committee and business networks to secure financial backing.

Approved by the central committee



Camille Coronel
Secrétaire



Corentin Pasche
Président