



Key Strategic Activity	Execute volunteer recruitment campaign			
Link to Strategic Pillar	Participating			
Link to Strategic Priority	Club Capacity			
Link to Strategic Goal/s	A vibrant, satisfied and engaged volunteer network which underpin clubs which are empowered to better meet their members' needs and expectations			
RACI	Responsible – Who? SOMC	Accountable – Approval? MCM	Consulted SOFC, Member Zones, Advisory Group	Informed
Outline of Strategic Activity What is the principal purpose?	Design and implement a specific campaign aimed at recruiting new volunteers to community football clubs throughout NSW. This campaign could include case studies, volunteer champions, a day in the life videos, explanation of roles, benefits of volunteering to the club and to the individual etc.			
Desired outcome/s aligned to Goal	A vibrant volunteer network which are empowered to better meet their members' needs and expectations			



Prioritisation assessment matrix

Measure	Urgency	Potential Impact	Success	Resources	Stakeholder readiness	Integration	Total Points
Definition	<i>Is this a priority activity which needs to be implemented?</i>	<i>Is it likely that the implementation of this activity will have a significant impact on one or more specific challenges?</i>	<i>Do you have reason to believe that the activity will be a success?</i>	<i>Are resources (funds, staff, expertise) readily available to implement the activity?</i>	<i>Will this activity be supported by relevant stakeholders? Is there momentum to move this initiative forward?</i>	<i>Is there opportunity for collaboration and/or opportunity to build on existing initiatives?</i>	
Rate 1 to 3 (3 is the highest)	3	3	2	2	2	2	14