



WFTDA[®]

► STRATEGIC PLAN ►

2023 - 2026

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PHOTO: Anja Wettergren

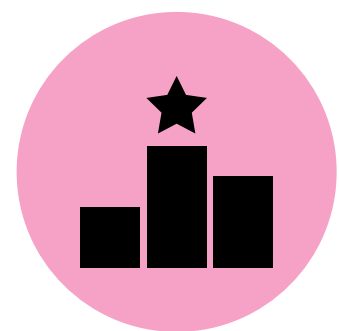


PHOTO: Marko Niemelä

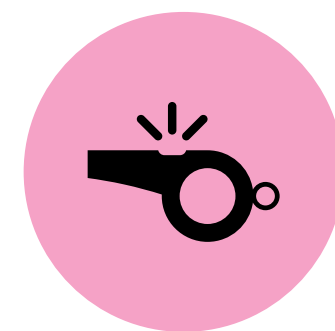
INTRODUCTION

WHO WE ARE:

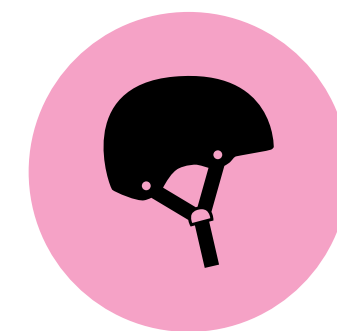
The Women's Flat Track Derby Association (WFTDA) is the **international governing body of women's flat track roller derby**, representing more than 400 member leagues on 6 continents. The WFTDA sets the international standards for:



Rankings and
Competition



Rules and
Gameplay



Safety and
Regulations

The WFTDA is a 501(c)(3) tax-exempt non-profit organization, democratically-run by its Member Leagues, and governed by an elected, volunteer Board of Directors consisting of Member League Representatives.



▶ INTRODUCTION

OUR MISSION STATEMENT:

The WFTDA governs and promotes the sport of flat track roller derby and revolutionizes the role of women in sports through the collective voice of its member leagues around the world.

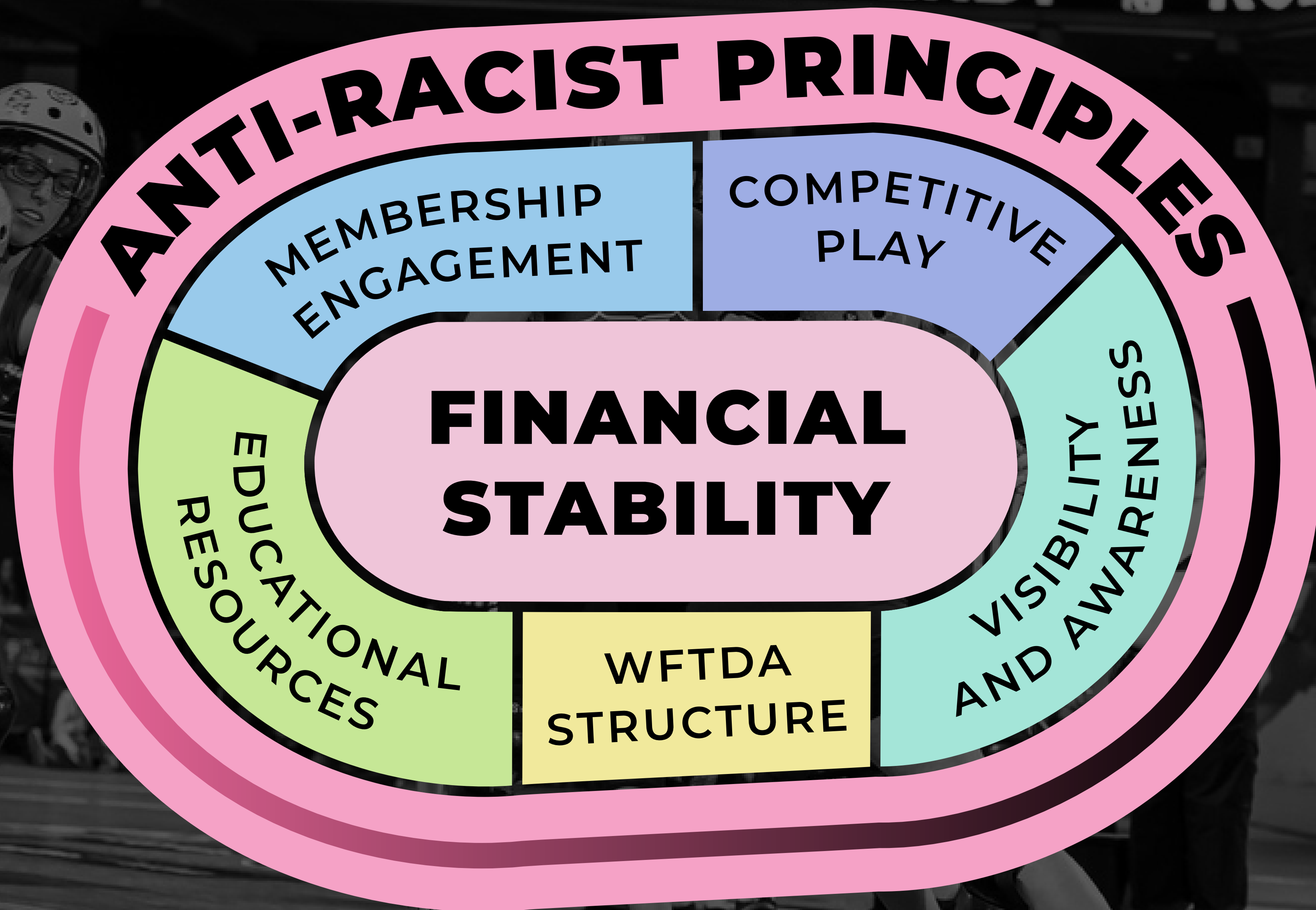
OUR GUIDING VALUES:

From the WFTDA Mission Statement, we have distilled the following values to guide us in our strategic planning:

- ▶ Govern the sport of flat track roller derby globally.
- ▶ Promote the sport of flat track roller derby.
- ▶ Revolutionize the role of women-identifying and gender-expansive communities in sport.
- ▶ Listen to and engage with the collective voice of member leagues around the globe.
- ▶ Empower teams from around the world.



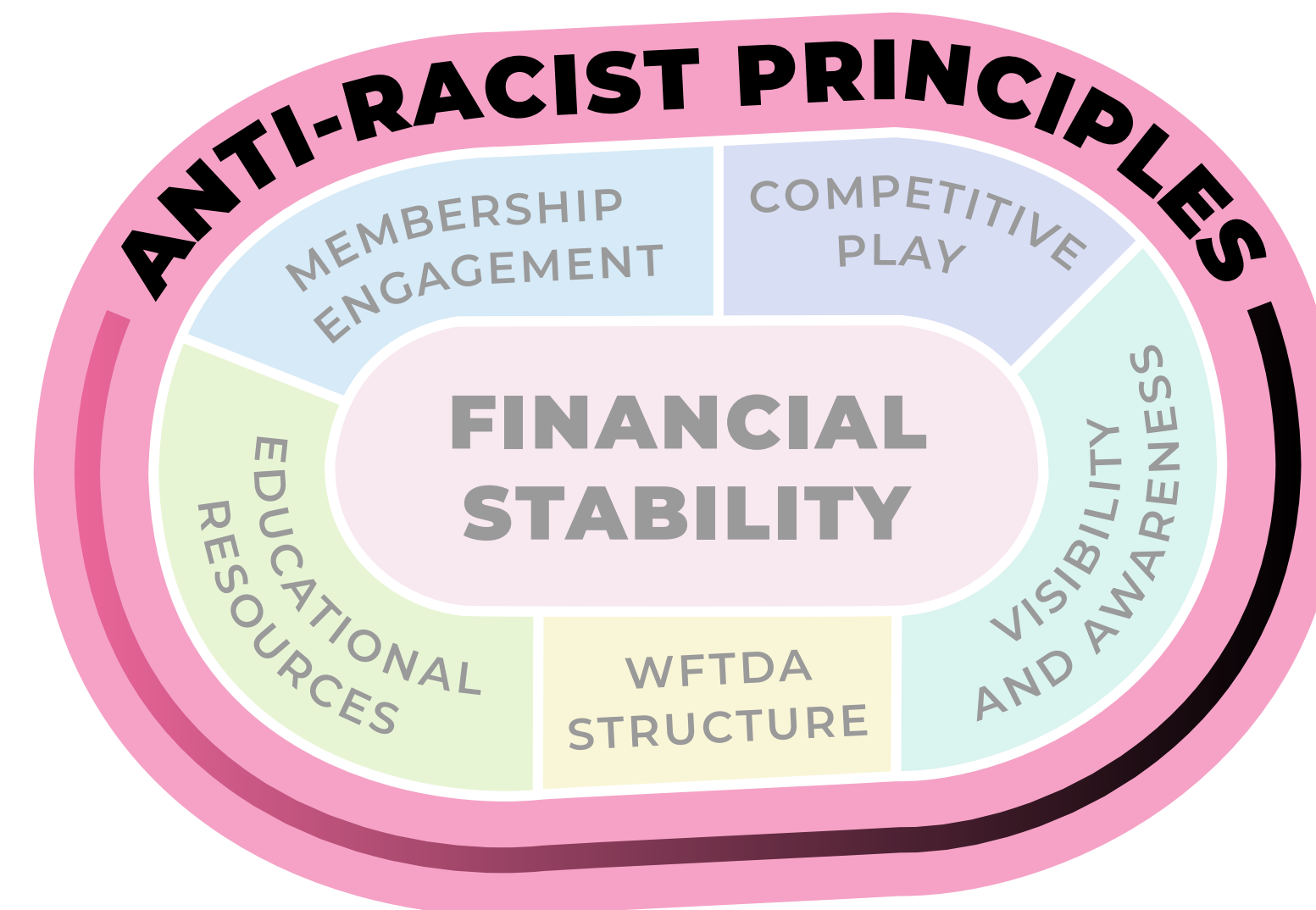
PHOTO: Ryan Quick



ANTI-RACIST PRINCIPLES:

The Anti-Racist values and principles set forth by the WFTDA ART (Anti-Racism Team) Project are integral to the longevity and wellbeing of our organization and our member leagues.

These values and principles must and will underpin every strategic goal and decision that the WFTDA undertakes and will be the lens through which the future of the organization will be imagined and developed.



ANTI-RACIST PRINCIPLES:

What does this look like?

- ▶ WFTDA is a safer and more collaborative space for BIPOC (Black, Indigenous, and People of Color) members of our community
- ▶ BIPOC voices and lived experiences are prioritized in our organization
- ▶ Commitment to inclusion and accessibility of:
 - ▶ Competitive Structures
 - ▶ Information and resources
- ▶ Commitment to accountability, reformative justice, and addressing and dismantling systemic harm and marginalization

How do we achieve this?

The critical work completed by the ART (Anti-Racism Team) Project is pivotal in achieving this strategic goal

- ▶ Implement the goals set forth in the ART Project Report
- ▶ Train WFTDA leadership in Anti-Racist principles
- ▶ Continue to develop accessible Anti-Racist educational resources for member leagues
- ▶ Hold WFTDA and member leagues accountable to our Anti-Racist principles



PHOTO: Ryan Quick

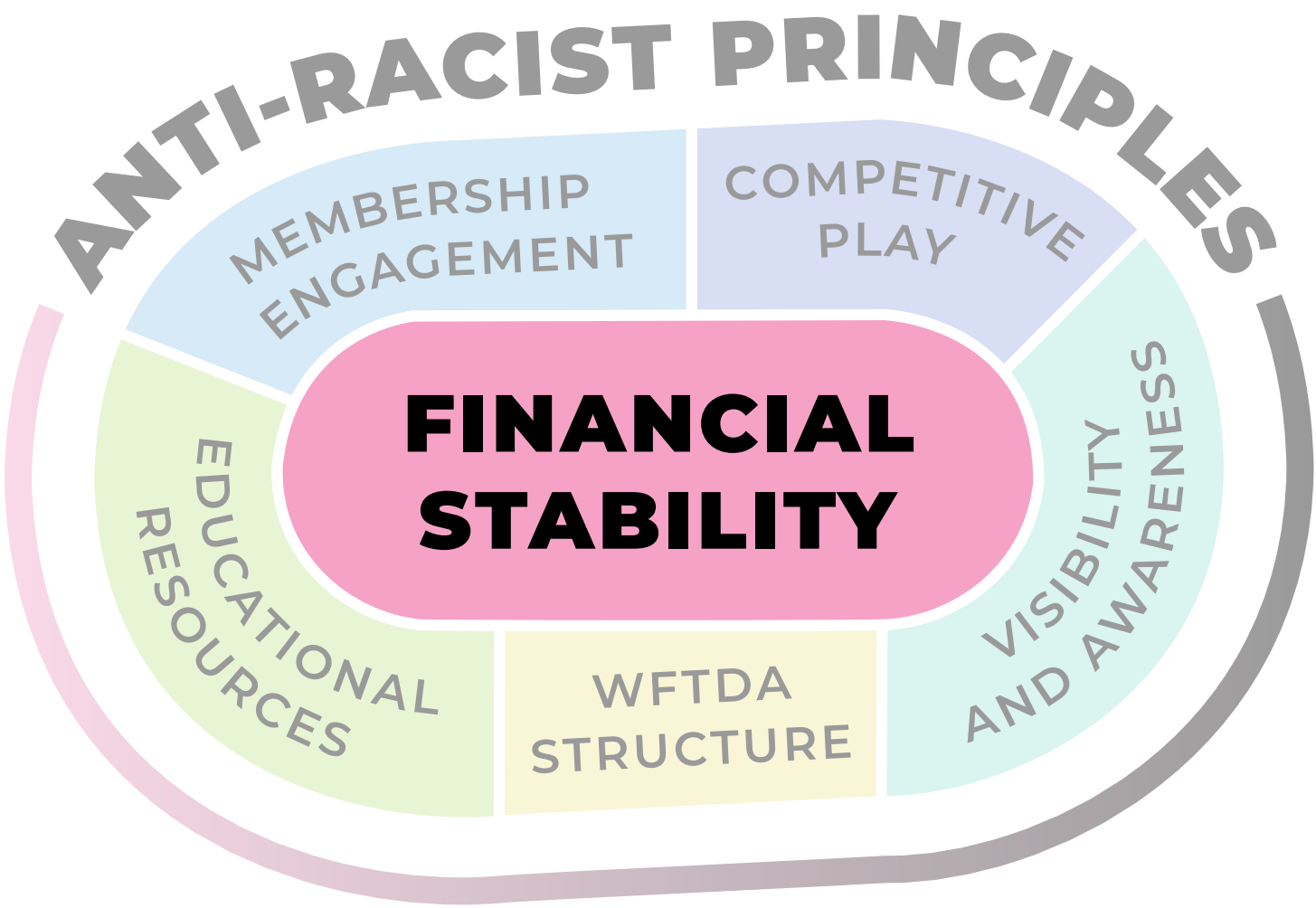


PHOTO: Kieth Bielat

FINANCIAL STABILITY:

The WFTDA has to be future-proof in order to realize this strategic plan and continue to grow and support the sport of flat track roller derby.

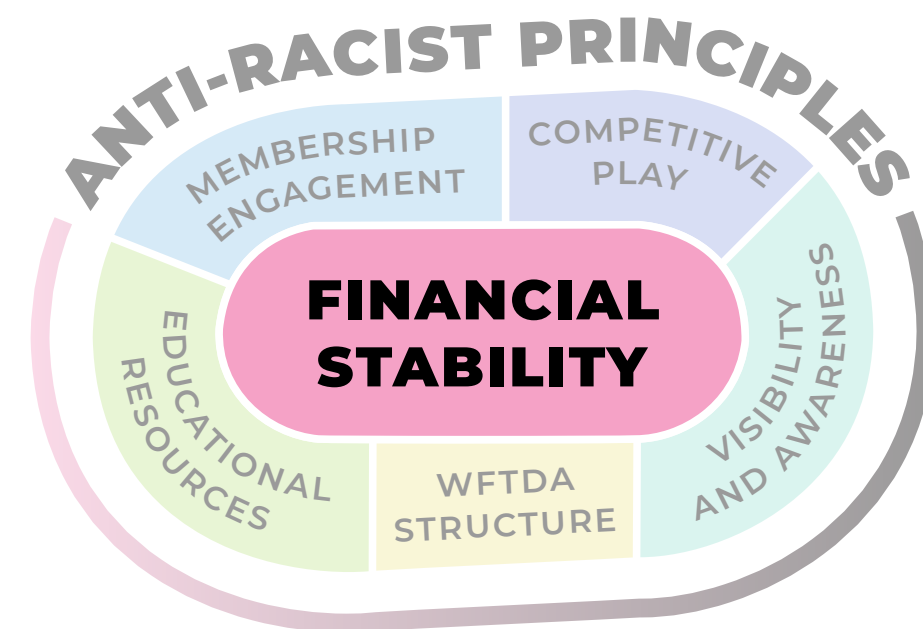
Therefore, the financial stability of the WFTDA is the fundamental foundation of the organization’s strategic plan. All projects we undertake must continue to promote our financial stability to ensure the continued sustainability of the WFTDA’s goals and mission.



FINANCIAL STABILITY:

What does this look like?

- Secure and consistent income
- Limiting losses within the financial year
- Paying off of existing debts and not incurring new debts
- Growing funds in support of realizing organization goals and continuing the development of our programs



How do we achieve this?

- Strict management of expenses
- Accurate budgeting
- Stabilize and streamline membership services and offering
 - What is the WFTDA good at?
 - What can the WFTDA afford to offer (with regards to finances and resources)?
 - What does membership need from the WFTDA?
- Grow membership
- Diversify income
 - Fundraising
 - Sponsorships and partnerships



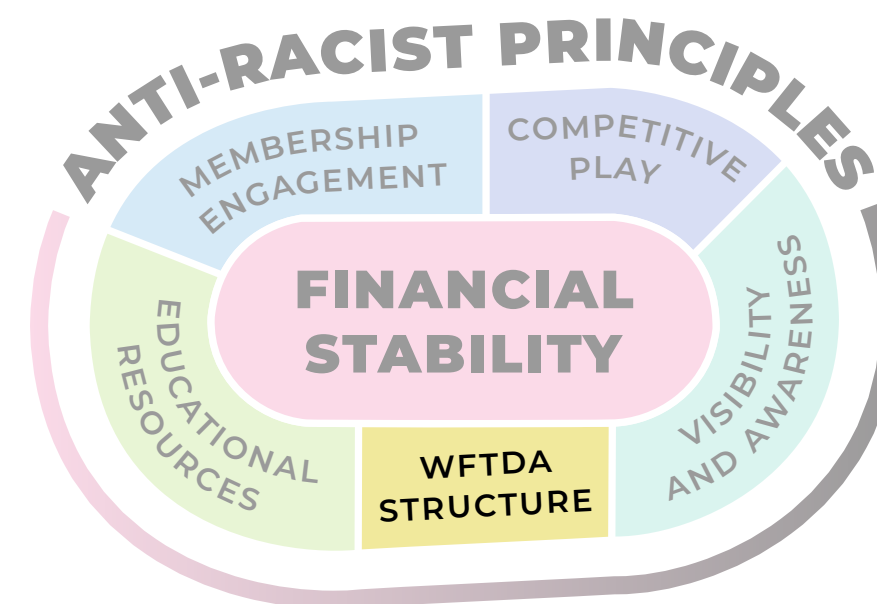
WFTDA STRUCTURE:

What does this look like?

- ▶ Simplified and sustainable organizational structure
- ▶ Functional and successful working committees, pillars, and task forces
- ▶ Close working relationships and collaborations with other governing bodies
- ▶ Close working relationships and collaborations with existing National Governing Bodies (NGBs)

How do we achieve this?

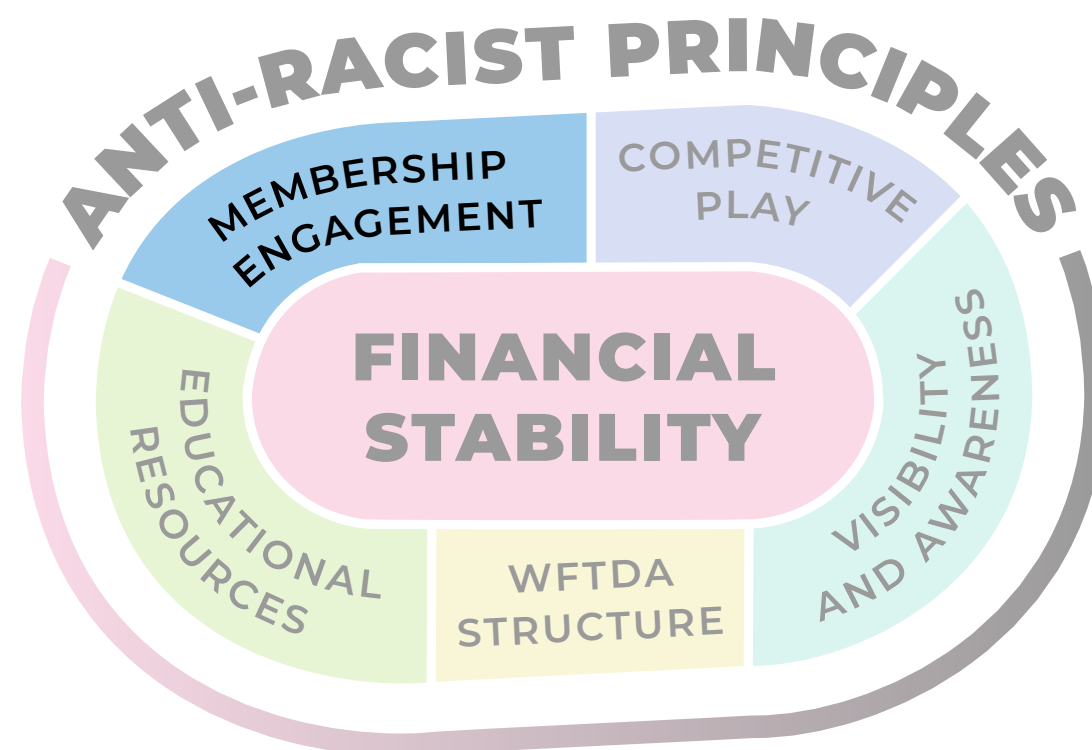
- ▶ Review WFTDA bylaws and eliminate barriers to entry and participation
- ▶ Revitalize working committees and pillars
 - ▶ Analyze the “life-cycle” of a volunteer so that the WFTDA can better incentivize and support them
- ▶ Schedule regular listening and feedback sessions with:
 - ▶ Other governing bodies
 - ▶ NGBs
 - ▶ Membership (through Regional Round-Tables)
- ▶ Restructure WFTDA Grievance services
 - ▶ Partner with experts
 - ▶ Create educational Grievance resources



MEMBERSHIP ENGAGEMENT:

What does this look like?

- Growth and stability in membership
- Growth and stability in officiating
- Growth and stability in volunteers
- Active Community discussions
- Active votes



How do we achieve this?

- Membership outreach
 - Regular check-ins and surveys
 - Officiating outreach
 - Town Halls
 - Regional Round-Tables
 - Analyze the membership “life-cycle” so that the WFTDA can create more meaning and intention to our membership offering
- Re-evaluate platforms of communication
 - Do our current platforms achieve what we need them to?
 - Does membership find them user-friendly?
- Recruitment drives
 - Membership
 - Officiating
 - Volunteers



PHOTO: Anja Wettergren



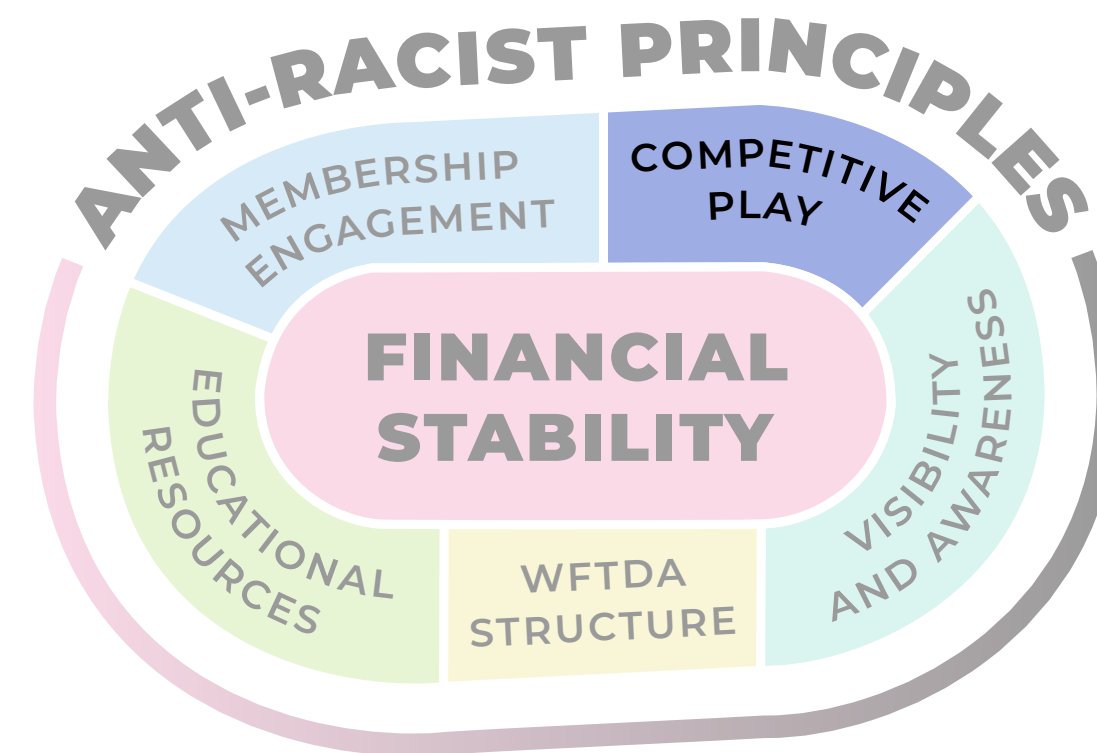
COMPETITIVE PLAY:

What does this look like?

- ▶ Accessible and affordable global competitive play
- ▶ Create more opportunities for more play
- ▶ Global rankings that do not discourage play

How do we achieve this?

- ▶ The Competitive Play Task Force has been instrumental in getting this strategic goal underway
 - ▶ They have reshaped Competitive Play into a Regional structure that then feeds into a Global structure with a modified Rankings Algorithm to accompany these changes
 - ▶ A **Games Committee** has already been formed that will continue to manage structures and processes with Board oversight
- ▶ Analyze the success and challenges experienced following the implementation of the first Championship cycle
 - ▶ Adjust structure and processes, if necessary, to ensure our Competitive Play system continues to be relevant and beneficial to membership



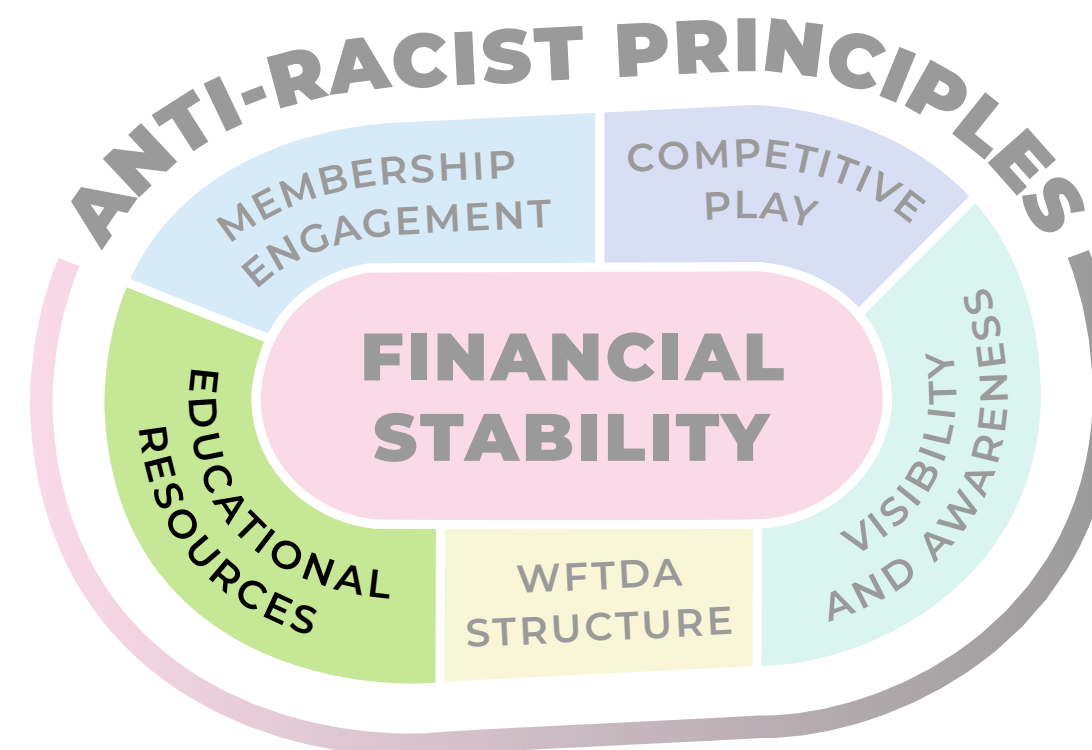
EDUCATIONAL RESOURCES:

What does this look like?

- Offer educational resources that assist leagues in developing sustainable and successful internal structures
 - Financial management education
 - Non-profit management education
 - Marketing education
 - Fundraising education
 - Coaching education
 - Grievance and mediation education
 - Officiating education
 - Anti-Racist education
- Easily accessible and multi-lingual

How do we achieve this?

- Revitalize Education Pillar
 - Volunteer recruitment drive
 - Leverage professional connections
 - Catalogue current educational resources and make accessing them easier and more intuitive
- Survey membership to understand which areas of education to prioritize



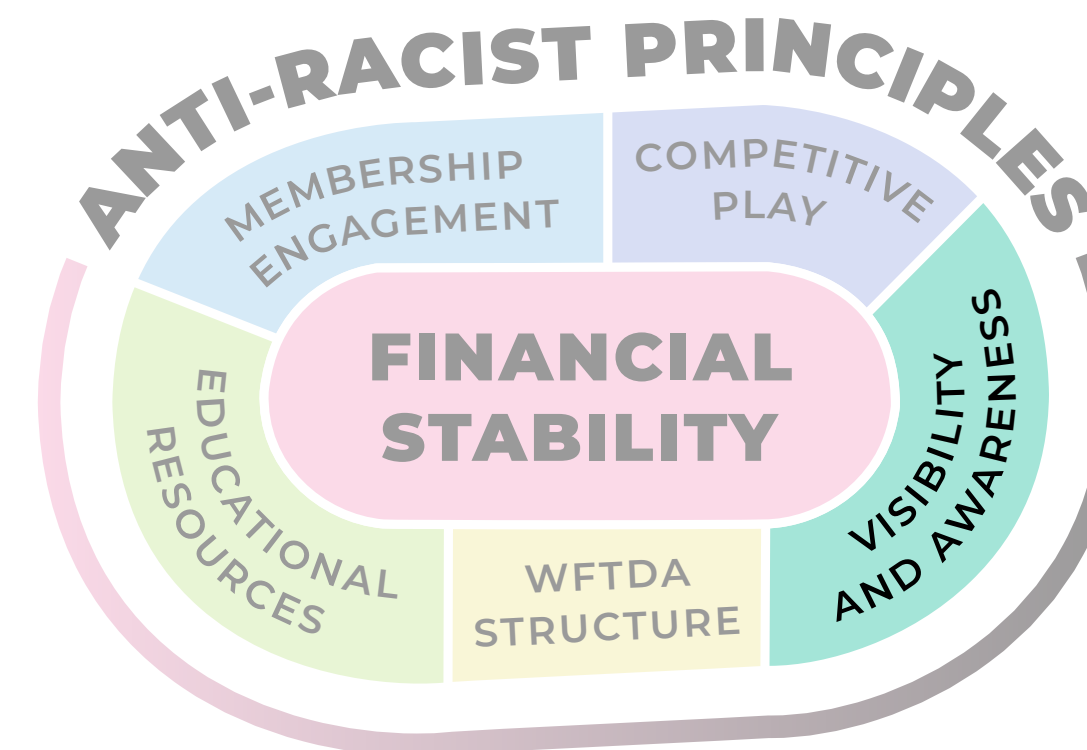
VISIBILITY AND AWARENESS:

What does this look like?

- ▶ Bigger and more knowledgeable fanbases
 - ▶ More successful events (both WFTDA and member-league hosted)
- ▶ Spikes of interest in roller derby
 - ▶ Better/easier recruitment opportunities for member leagues
- ▶ Better awareness of WFTDA
 - ▶ WFTDA membership growth

How do we achieve this?

- ▶ Revitalize the Marketing Pillar
 - ▶ Volunteer recruitment drive
 - ▶ Leverage professional connections
- ▶ Roll out awareness campaigns
 - ▶ Create resources to assist member leagues with self-promotion and regional roller derby awareness
 - ▶ Promote broadcasts and develop broadcast accessibility
 - ▶ Research and explore alternative avenues of exposure



▶ IMPORTANT CONTACTS

Do you have any questions, suggestions, or are eager to help out? **Reach out to us!**

Email
directors@wftda.com

WFTDA Website
<https://wftda.com/>

Volunteering Questions
tarabyte@wftda.com

WFTDA Resources Website
<https://resources.wftda.org/>

Membership Questions
memberservices@wftda.com

WFTDA.tv
<https://wftda.tv/>

