USA-NKF Strategic Plan

June 12, 2026 version

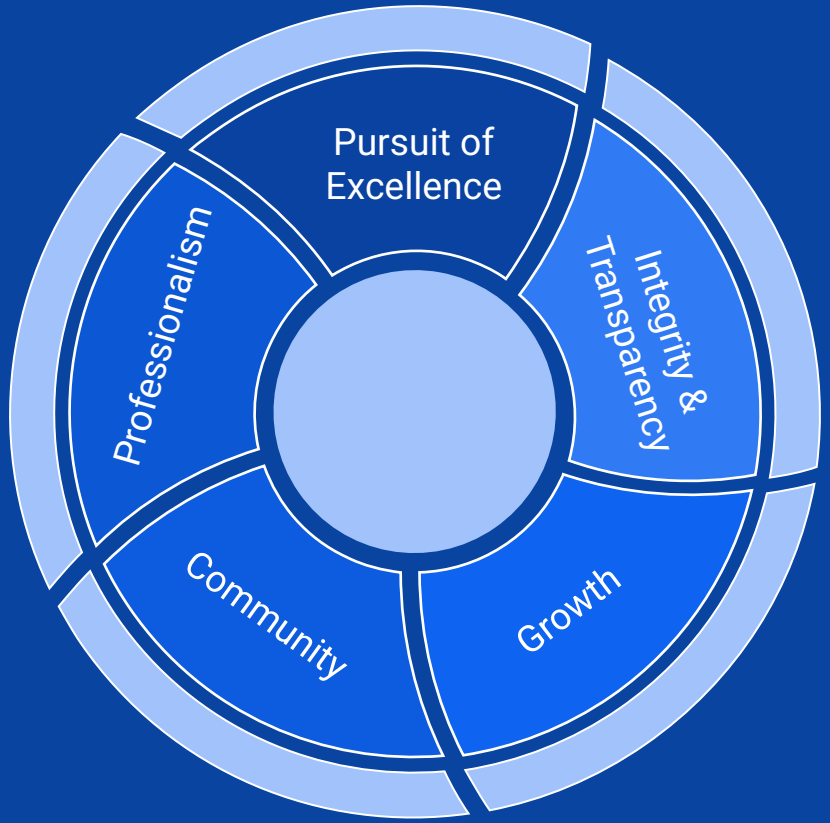
USA KARATE

Our Mission

To enable US athletes to achieve sustained competitive excellence and to promote and grow the sport of karate in the US while maintaining the well-being of our members.

USA KARATE

Our Core Values



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What does Success look like?

- Optimized Organizational Structure
- Increased member engagement, support and satisfaction
- Increased engagement and visibility in the USA
- Improved International results

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Governance and Structure

Objectives/Outcomes	*Strategy*	*Tactics*
Optimized Organizational structure - value and equity for all members	Strategy #1: Adopt a clear and effective governing system with the necessary roles to ensure transparency, fairness and efficiency. Strategy #2: Build upon, improve, and hold accountable our operating systems.	• Analyze, improve and adopt best practices for governing structures • Full compliance with By-laws • Good standing NGB with USOPC • An efficient staff supporting the operations • Clear roles and responsibilities • Meaningful relationships with USOPC and WKF • Develop meaningful relationships with partners, including ASOs, Affiliates, Public and Private sectors

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Participation

Objectives/Outcomes	*Strategy*	*Tactics*
Increased member engagement, support & satisfaction	Strategy #3: Recruit new individual and club members through added value and support to elite competitors, non-elite practitioners and clubs. Strategy #4: Drive more participation from domestic and international athletes to our Signature Events. Strategy #5: Incentify and support Coaching and Referee development in the US.	• Deliver premier events and programs attractive to individuals and clubs • Create added value and incentive for clubs to become member clubs • Provide a grassroots program to educate, prepare and encourage youth to participate in more karate competitions • Coaching program for development and advancement • Referee program for development and advancement • Work with other NFs through partnerships and MOUs, bringing more participation to Signature Events

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Visibility and Awareness

Objectives/Outcomes	*Strategy*	*Tactics*
Increased engagement and visibility in the USA	Strategy #6: Develop our brand and marketing strategy to increase awareness and engagement.	• Produce human interest stories about our individual and club members • Develop partnerships and sponsorships that help boost the visibility of Karate in the USA • Host top-tier international events that draw world-class athletes • Promote visibility for Events • Develop a merit-based scholarship for members ages 14-21

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Athletic Excellence

Objectives/Outcomes	*Strategy*	*Tactics*
Improved International results	Strategy #7: Implement the high-performance plan. Strategy #8: Build and implement a program to support healthy development and retention among our elite athletes aged U12-U21. Strategy #9: Develop competitive Para athletes.	• Training and development plans for every age category, beginning with U12 through Seniors • Set performance and medal goals for senior and junior teams • Recruit athletes with potential into our training programs • Partner with USOPC athlete services to provide support for athletes • Provide mentorship for Junior athletes transitioning into Senior categories • Collaborate with international coaches and teams by attending and hosting international training camps • Implement Para Karate training and other opportunities

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Measures of Success by 2028

- Increased Senior and Junior international medals
- Increased revenue and financial stability
- Increased event participation
- Increased Individual & Club membership and retention
- Increased external visibility

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