



U S A W E I G H T L I F I T I N G

STRATEGIC PLAN

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USA WEIGHTLIFTING

STRATEGIC PLAN

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MISSION STATEMENT

The Mission of USA Weightlifting shall be to enable United States athletes to achieve sustained competitive excellence worldwide and to promote and grow weightlifting in the United States.

GUIDING PRINCIPLES

USA Weightlifting (USAW) will be guided by the following standards in fulfilling its mission and achieving its strategic priorities.

Athletes First: We make decisions, enact policy and develop programs and run our National Governing Body putting the interests of athletes first.

Transparency: We operate openly and share information quickly to the maximum extent possible.

Anyone, Anywhere: We promote the transformative nature of weightlifting, as a sport, for fitness and for sports performance training, to people of all ages and abilities.

Inclusive: We welcome and embrace members of all backgrounds, origins, identities and beliefs, recognizing the importance of making our diverse membership feel respected, included and a valued part of our sport and community.

Leadership & Innovation: We lead by example. We demand the highest ethical standards of our community and its leaders. With a focus on innovation and willingness to try new ideas, our operation is built on sound practices and policies to foster a culture of safety, trust, teamwork and clean sport.



Strategic Priorities Overview

To effectively advance its mission and position the organization for future success, USAW has identified five key strategic goals to achieve by 2024:

SPORT GROWTH IN THE UNITED STATES: Consistently grow membership and participation in local and national competition, including the collegiate and high school levels. Develop new coaches, expand the number of facilities that promote and teach weightlifting movements. Recruit talented athletes who will achieve our mission in international competition.

WORLDWIDE COMPETITIVE SUCCESS: Establish the United States as one of the top weightlifting nations in the world, by supporting athletes and coaches where they are through our decentralized model.

INCREASED NATIONAL EXPOSURE: Through increased media promotion, public relations, distribution of our events and by telling the stories of our top athletes we will create personal and emotional connections to them and our sport with a wider audience.

REVENUE DIVERSIFICATION & FINANCIAL STEWARDSHIP: Following the 2020 Olympic Games, our operation must strive to attain an annual surplus, honoring our commitments to athletes while ensuring the growth and financial safety of the organization. Diversified revenue streams that limit dependence on one or two sources of income are essential.





Strategic Priorities

SPORT GROWTH

Consistently grow membership and participation in local and national competition, including the collegiate and high school levels. Develop new coaches, expand the number of facilities that promote and teach weightlifting movements. Recruit talented athletes who will achieve our mission in international competition.

Strategies:

1. Membership - Grow membership annually with focus on new athlete members by creating greater opportunity for competition at the youth, collegiate and masters level.

Youth: Seek acceptance of the sport as part of physical education programs on a state by state basis. Create more school based programs and clubs.

Collegiate: Continue with implementation of regional university competition system at universities around the country, with the goal of creating a conference based university system.

Masters: Unify administration policies and enjoyment experiences for Masters athletes who are a large portion of the membership.

Member Retention: Create added value through education, competition opportunities and acceptance of the REPS system nationwide.



Strategic Priorities

2. New Coaches and Teams - Develop new weightlifting coaches through education/certifications with an emphasis on individuals who work in an education setting (teachers, sport coaches). Actively assist in the development of new clubs/teams for them. Seek to connect them with mentors or provide mentorship opportunities through CE programs.

3. Local Competitions and LWC Engagement. - Provide LWCs a clear outline of expectations and hold leadership accountable for grassroots development.

4. Recruiting - Continue expanding recruitment programs and talent identification pipeline.

SUCCESS MEASURES

By 2024:

- Membership retention of at least **80%**.
- Eclipse **30,000** USAW members with emphasis on athlete membership growth.
- **30%** increase in retention of youth athletes.
- **10%** increase in BIPOC Athlete Numbers.
- **20%** increase in BIPOC Coaches & Technical Officials.
- **20%** increase in Female Coaches.
- To bring less served regions (LWCs lower than half of members per population) to the level of the middle ranked LWC as of 1 Jan 2021.
- **15** new club or varsity teams per year.
- Sanction approximately **700** local competitions nationwide per year.
- Contact **5,000** athletes per year, of which **5%** are recruited into membership.
 - **50%** attain national level competition within 6 months.



Worldwide Competitive Success

Establish the United States as one of the top weightlifting nations in the world, by supporting athletes and coaches where they are through our decentralized model.

Strategies:

- 1. Consolidate** - Identify and deploy the most efficient and effective services to support elite athletes.
- 2. Men's Team Talent Development** - Review and develop methodologies to provide a stronger pipeline for our men's program with the expectation of commensurate performance with the women's team.
- 3. Athlete Education** - Better educate elite athletes to promote acceptance of available sport science and support.
- 4. Innovation** - Continue to use science and innovation to enhance performance within the boundaries of clean sport.

Success Measures:

- Olympic medals, in excess or equal to the number of medals attained in 2020.
- World Championships medals, in excess or equal to the number of medals attained in the 2020 quad (approx. **17**).
- Exceed the 2016-2020 quadrennial medal count in major competitions (Sr./Jr./ Youth).
- **90%** use of available programs by stipend level athletes.



Increased National Exposure

Through increased media promotion, public relations, distribution of our event and by telling the stories of our top athletes we will create personal and emotional connections to them and our sport with a wider audience.

Strategies:

- 1. Capitalize on anticipated success from the 2020 Olympic Games** - Tell the story of USA Weightlifting's success to a national audience.
- 2. Social Media Growth** - With continued focus on Instagram as the primary platform, grow social media following through storytelling and non elite athlete and coach features. Leverage influencers to promote social media growth.
- 3. Campaigns** - Sport specific campaigns directed to wider audiences.

By 2024:

SUCCESS MEASURES

- **25%** increase in following from the 2020 games to 2024
- Weightlifting in the top 10 of "most mentioned," sports following the Olympics
- Monthly non-pandemic coverage/piece



usa_weightlifting

Follow



4,433 posts

267k followers

663 following

USA Weightlifting

+25%

The official account for USA Weightlifting-- the National Governing Body for the Olympic sport of Weightlifting in the United States. #USAW

linktr.ee/usa_weightlifting



Revenue Diversification & Financial Stewardship

Following the 2020 Olympic Games, our operation must strive to attain an annual surplus, honoring our commitments to athletes while ensuring the growth and financial safety of the organization. Diversified revenue streams that limit dependence on one or two sources of income are essential.

Strategies:

1. Revenue Diversification - Thoroughly examine revenue opportunities across the business, with a focus on lessening the reliance of the organization on one major revenue source.

2. Post 2021 annual operating surplus - To the extent possible, continue to operate the NGB in an efficient and cost conscious manner to ensure success on and off the platform.

3. Increased Sponsorship Opportunities/Assets - Create additional "real estate," in digital and in-person formats to achieve incremental sponsorship growth.

4. Increase donor opportunities through program expansion and promotion - Secure donations to build specific programs to promote growth at the high school, university and low socioeconomic sectors.

5. Run events at breakeven or better - Reduce event costs through a streamlined organizational processes and cost control measures while maintaining quality of the event experience.

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Revenue Diversification & Financial Stewardship

6. Increased coaching education online product offerings. Expand coach education offerings to provide supplemental value to existing coaches as well as new offerings that can serve as a pipeline to our certification courses.

By 2024:

SUCCESS MEASURES

- Increase revenue and net operating margin by **10%** year over year 2021-2024
- Philanthropy exceeding **5%** of revenue
- Sponsorship revenue increased by 20%
- **5%** of revenue generated by virtual / digital mediums
- Run Nationals Week run at breakeven each year
- New line of content from coach education adding **5%** revenue from the coach education department.

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It can be done!

- Phil Andrews

