

Primary Goal		Objective	
Governance and Leadership		Governance/HR Review	
		Organizational Development	
		Financial Stability	
		Build Relationships and Effective Communication	

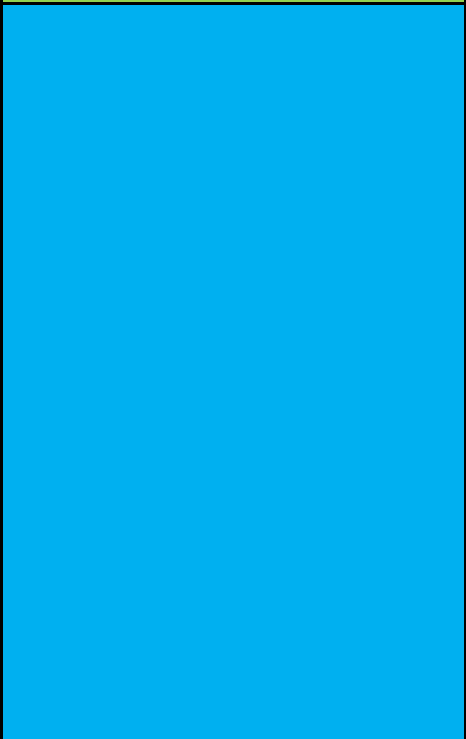


Brand Image and Awareness

Establish Stronger Brand and Communication Strategy

Build Partnerships and Collaborations

Engage with Members, Athletes and Key Partners



Technical Programs and Development

Domestic Programs and Development

Increase Participation/Membership

Domestic Competition

High Performance and Competition

Maximize Impact of Nationals Teams

National Team Development Program (NTDP)



# Lacrosse Canada Strategic/Organizational Plan Implementation C

## Project

A) Implement Governance and Policy Change

B) Diversity/Inclusivity

A) Staffing

B) Olympics 2028

C) National Teams/High Performance

A) Review key revenue opporunities

A) Communications Strategy

A) Digital

B) Physical Branding

A) Lacrosse Partnerships

B) Grassroots Partnerships

C) National Corporate Partnerships

D) High Performance

A) Members

B) Athletes

C) Alumni

A) Coaching

B) Officiating

C) Technical Support

A) Community Outreach

B) Develop Community Partners

A ) National Competitions

A) Coaching

B) Athletes

C) Officiating

D) Technical Support

A) Athlete

B) Coaches

C) Officials





## Chart 2025-26

Governance Review Committee

Safesport

Gender Equity

Indigenous Committee/Programming

Programming and Compliance

Hiring of Personnel

Own the Podium

Canadian Olympic Committee

Create High Performance Committee

Pursue Partnerships/Sponsorships

Nationals Championships

National and Provincial Grants

Provincial Sport Organizations

Develop Communication Policy/Process

Email Marketing

Website

Social Content

National Championships Brand Presence

3rd Party In-Venue Advertising

NLL/MLL Partnerships

MA Partnerships

Mann/Minto

School Clinics

All Abilities Clinics

Indigenous Clinics

Industry Specific Sponsorships

Apparel

Equipment

Travel

Interact with members via Email Marketing

Athlete Ambassador Program

Create an Alumni Manager/Committee

Community Development

Competition Introduction

Competitive Development

Professional Development

Rules

Database

Professional Development

Resources

Coaching Association of Canada

LTAD 3.0

Learning Facilitator/Master Developer

French programming

Athlete Development Matrix

Nation Wide Youth Camps

Exposure of International Events

World and National Championships

FITS

Build strategic partnerships

Nationals Championships

Regional Championships

National Team

Mentorship

Athlete to Coach Program

Development

Professional Development

Resources

Drills

Pathway to HP National Teams

Pathway to HP National Teams

Pathway to High Performance (HP)



Activity	Who
Change of Board Structure-removal of MA's/independent	
Role of Sectors and committees (structure and composition)	
Role of Member Council	
Transitioning from Operational Board to Advisory Board	
Setting Expectations and Deliverables of Board Members + Onboarding (RACI)	
Policy Manual Update/Revamp	
Recruit Board Members with skill sets/Onboarding/Expectations of Board Members	
Update Appeal Policy/One step	
Committee	
Work with Aboriginal Sport Circle and Sport for Life/Appointment of Board Member	
Recruit Members for Committee/Process	
Create Trans Inclusion Policy	
Partnership/Sponsorship + Activation Team	
Social Media	
Full Time National Championships Coordinator	
HR Policies created or updated and onboarding	
Governance/Finance	
Initiate meetings and begin process	
Funding and resources	
Create a system to support pathways to podium	
Initiate meetings and begin process	
Transition Employee to OTP/COC High Performance Lead	
Integrated Support Team (Performance enhancement creation)	
Connect with COC resources/programming/mental health/game plan	
Identify & Recruit Committee members	
Determine meeting potential - funding availability, means	
Create Athletes Council	
Committee Report to International/National Team Director	
Create marketing/sponsorship plan	
Implement plan and activate	
Analyze/Implement/Profitability	
Research/Apply/Implement	
Review players fees/Partnerships	
Flowchart	
Bilingual	
Quarterly meetings with MA ED's/Monthly Meetings Leading up to Nat Championships with hosts	
Update communication policies of LC	
New pathways to communicate, utilizing Microsoft Teams	
Acquire Member Association Email Database	
Mailchimp Campaigns	
Expand Database	

Hire Web Designer to Revamp Website	
All information for website should start with us, and water fall down. Officating, coaching, playing	
Perform Internal Audit of Content	
Establish Content Calendar	
Tik Tok Growth/Content Series	
Expand Social Channels	
Podcast Series	
Align Content with Brand Identity	
Ensure National Championships are Visibly Branded with Lacrosse Canada Signage and Merchandise	
Identify High-Volume Facilities that Align with our Target Demographic to Strengthen Brand Awareness & Affiliation	
Build Strategic Alliances	
Build Strategic Alliances	
Align Values & Direction	
Establish Sponsorship Rights	
Sell Title Sponsorship	
Establish Go-To-Market Strategy	
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Establish Go-To-Market Strategy	
Secure National Level Sponsorships Across Key Categories	
Secure Apparel Sponsor	
Secure Various Equipment Sponsors	
Secure Travel Sponsor	
Send Special Offers and Contests to Drive Engagement	
Create Athlete Ambassador Program to Leverage Personal Brands	
Networking Event/Funding/Programming/Mentor/Build a Digital Community	
Build resources for Community Initiation (linked with FITS and school programs) not NCCP	
Finalize delivery/ Translation / Complete Copy/Edit	
Update all contexts to include Sixes	
Revision of content	
Pilot Revisions	
MCD/LF Training	
Comp Dev Certification Strategy	
Utilizing Coach Them partnership	
Delivery of Canada Games	
Field Development	
Comp Intro into Comp Dev	
Sixes	
PD Points	
Evaluation Process for National Team Coaches Certification	
Resource Hub-Revamp (Coach them)	Podcast
Webinars	
Conference/Summit	
Review of Box Lacrosse	
RAMP-database of coaches and officials (tracking of courses)	

Thinkific	
Creating Pathway to High Performance	
Conference/Summit	
Review and implement recommendations	
LTAD to life/multi-disciplinary	
Update	
manuals translated	
Develop/Resource	
Build Licence Agreement	
Use NLL/National Team Athletes to run introduction to lac camps	
Expose youth to Sixes game (diverse, low income, elementary schools)	
High Performance Camps for ages 13-19	
Social Media/streaming	
Host International and Domestic Events	
Updating/Implement program across country in schools	
Jumpstart	
Cops and Kids	
Lacrossing Barriers/Mixed Abilities/Wheelchair Lacrosse	
Own the Podium	
Sixes	
Have more competitions within Canada to showcase	
Increase participation	
Create smaller regional events to help with high level comp/LTAD	
Creating a Pathway for HP coaches from all Provinces to National Team	
Coaches of National Teams to facilitate Webinars	
Identify and Recruit former players/NCAA	
Projections for Olympics	
Develop Pathway	
Increase number of training sessions	
Analyze present program	
Mental Health initiatives	
Creating Athlete Council/Member to hold spot on the board	
Creating Pathway to High Performance	
Conference/Summit	
Mentorship	
Create Systems	
Mentorship	
Video library	
Identify athletes for future HP	
Train within systems	
Prep athletes for next level of competition vs International opponents	
Athlete to Coach Program	
Identify Coaches for future HP/National Teams	
Train within systems	
Using coaches from all PSO's to take experience and opportunities home to provincial teams	
Higher Level of Competition to prep for International Events/Olympics/World Championships	

RAMP Database for Officials	
Professional Development	











