

Strategic Committee Plan of

Swiss Cheer

for 2026 -2030

This document outlines the strategic programs of the Swiss Cheer Association (SCA) across all committees and sets out our shared commitment to guide the next phase of growth for cheerleading in Switzerland. It is designed to provide a clear overview of how each initiative supports our mission to develop safe, sustainable, and high-quality cheer in Switzerland.

Every committee has clearly outlined their vision for the future and the programs put forth to support that vision. We have outlined the specific goals per committee that will help guide our organization in a clear direction. For every program, the purpose and objectives have been clearly defined. This structure will guide decision-making, budgeting, implementation, and ensure that our efforts remain coordinated, transparent, and focused on long-term impact for our athletes, coaches, officials, volunteers, and partners.

As this is a department programmatic strategy, the timeline for the numeral goals is 2 years and 5 years for program implementation. This committee strategy builds on the overall Swiss Cheer strategic priorities as set by the governing board. That strategy is as follows:

Strategic Goals 2025–2029:

1. Strengthen governance through role clarity and strategic leadership.
2. Improve transparency and member engagement via a formal communication strategy.
3. Build sustainable human resources by expanding coaching and volunteer capacity.
4. Advocate for improved facility access for clubs nationwide.
5. Diversify revenue and expand event offerings to foster inclusion and sustainability.

Guiding Principles:

Transparency, Inclusivity, Athlete Welfare, Volunteer Recognition, Evidence-Based Decision-Making.

Executive and Governing Committee

Success: SCA has officially set up an executive department that will help lead, manage, and coordinate the administrative and programmatic activities of the association. The organization is at a good point of change to effectively lead and provide further impact.

Vision: The Executive Committee of the Swiss Cheer Association envisions a modern, professionally led federation that empowers safe, inclusive, and high-performing cheer sport at every level in Switzerland. We strive to provide clear governance, sustainable resources, and strategic leadership so that athletes, coaches, officials, and volunteers can thrive in a culture of excellence, ethics, and safeguarding. Through smart use of data, strong partnerships, and transparent decision-making, we aim to make Swiss Cheer a model of how sport can develop people as much as performance.

Goals:

- Establish clear governance and decision-making structures
 - Finalize and implement the new organizational model in a two year timeframe
 - Create a simple but consistent annual planning and reporting cycle for all committees.
 - Secure financial sustainability and diversified revenue streams
 - Develop a 3–5 year financial plan linked to all the strategic programs.
 - Grow and diversify income into at least 1 other stream: grants, sponsors, events, and merchandise
 - Professionalize key operations and staffing
 - Identify and fund the first core paid roles
 - Define all basic HR frameworks for Director positions by 2026/2027 season
 - Reduce structural “over-reliance” on a few individuals by building resilient teams of at least 3 people and documented processes for ALL committee by 2027
 - Implement core sport-technical systems (education, judging, safeguarding)
 - Strengthen digital infrastructure and data management
 - Elevate national visibility and brand of Swiss Cheer
 - Build at least 1 simple impact-story framework: how cheer benefits young people, communities, and Switzerland.
 - Build strong partnerships and credibility with external stakeholders
 - Develop a clear partner/sponsor offer that aligns with SCA values and safeguarding/ethics standards.
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Governance & Policy Framework

Purpose: Provide clear, modern governance and policy foundations that enable SCA to operate transparently, efficiently, and in line with its mission. This will allow for the transition from an administrative board to a strategic board.

Objectives: To define and maintain statutes, committee mandates, and decision-making procedures. Approve and regularly review core policies (ethics, safeguarding, finance, HR/volunteers). Introduce a simple annual planning and reporting cycle for all committees.

Resources: Executive and legal/consulting time for policy and statute development; meeting and workshop costs for governance reviews; translation, layout, and publication of policies; and basic tools for document management and version control.

Financial Sustainability & Partnerships

Purpose: Build a stable and diversified financial base that can reliably fund SCA's strategic priorities and long-term growth.

Objectives: Develop and maintain a 3–5 year financial plan aligned with all programs and committees; diversify income across membership fees, events, grants, sponsorships, and merchandise; and establish ethical, long-term partnerships with funders, sponsors, and institutional stakeholders that support SCA's mission and values.

Resources: Staff or consultant time for financial planning and modelling; tools for budgeting, accounting, and reporting; capacity for grant writing and sponsor acquisition; design and production of sponsorship materials; and meeting, travel, and hosting costs for partner relations.

Professionalization & HR Development

Purpose: Guide SCA's transition from a purely volunteer-driven structure to a balanced, professional organization with clear roles and responsibilities.

Objectives: Identify, prioritize, and fund key paid roles in administration, operations, and technical areas; define role descriptions, onboarding processes, and basic HR standards for staff and lead volunteers; and reduce dependency on single individuals by building resilient teams, documenting core processes, and supporting succession planning.

Resources: Budget for core paid roles in administration, operations, and technical support; HR advisory support if needed; time and tools to create role descriptions, onboarding packs, and basic HR policies; and training and development opportunities for staff and lead volunteers.

Digital Infrastructure & Data Strategy

Purpose: Create a coherent digital and data environment that supports efficient operations and evidence-based decision-making across SCA.

Objectives: Select and implement core systems for membership, coaches, judges, volunteers, CRM, and learning; define minimum data standards, responsibilities, and access rules for all committees; and use data and reporting to inform strategy, improve programs, and support funding applications and annual reviews.

Resources: Licenses and setup costs for core systems (membership/coach/judge and volunteer databases, CRM, learning platform); IT support for configuration, integration, and data migration; time for data cleaning and standard-setting; and training sessions to build digital and data literacy across committees.

Brand, Communications & Impact Narrative

Purpose: Position SCA as a credible, visible, and value-driven federation with a clear and inspiring public profile.

Objectives: Approve and maintain a unified brand and communication strategy for all SCA channels; highlight national teams, championships, and education programs as flagship expressions of SCA's mission; and develop and share impact stories that demonstrate how cheerleading builds skills, inclusion, and community across Switzerland.

Resources: Design and communication support for brand guidelines and templates; content creation capacity for web, social media, and print; tools for planning and scheduling communications; and time and modest production budget to create stories, visuals, and reports that showcase SCA's impact.

Cross-Committee Strategy & Alignment

Purpose: Ensure all committees work in a coordinated, strategic way toward shared goals and efficient use of resources.

Objectives: Lead an annual strategic planning and budgeting process with all committees; facilitate cross-committee initiatives on themes such as safeguarding, inclusion, digital tools, and fundraising; and monitor progress on the strategic plan, adjusting priorities in response to member feedback and evolving needs.

Resources: Executive time to lead annual strategic and budgeting cycles; facilitation and meeting costs for cross-committee workshops and retreats; simple planning and reporting templates and tools; and administrative support to track progress and compile strategic overviews.

External Relations & Advocacy

Purpose: Strengthen SCA's position within the Swiss and international sport ecosystem and advocate for the value of cheerleading.

Objectives: Build and maintain strong relationships with Swiss Olympic, cantonal sports bodies, schools, venues, and international organizations; promote cheerleading as a sport that contributes to youth development, education, and inclusion; and represent SCA in key forums and negotiations to ensure that the interests of Swiss cheer are visible, understood, and well defended.

Resources: Time from executive representatives to attend meetings and forums; travel and participation costs for national and international events; communication materials tailored to institutional partners and policymakers; and limited consultancy or research support to strengthen SCA's advocacy positions and messages.

Education

Success: SCA currently has two full courses with curriculum and a licensing system for coaches and their courses (but no re-licensing system yet), as well as a small database of SCA-trained coaches, while still lacking a complete coaches database and a full overview of J&S-educated coaches. J&S strategy has been started in anticipation of joining in the next open round for sports.

Vision Statement: To build a modern, inclusive, and sustainable education system for cheerleading in Switzerland, enabling coaches and judges to access internationally recognized training, stay up to date with evolving standards, and contribute to a strong and unified cheerleading

Goals:

- 1 basic coaches course with at least 20 sign ups
 - 2 workshops with at least 60 signups
 - 1 advanced course with 20 signups
 - 1.5 E- learning course
 - 1 coach database with all certifications
 - All clubs educated on J&S courses with a goal of 10% more coaches with certification
 - Point of contact for education at each club established
 - 20 signups for assistant J&S course
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Programs:

Advocacy

Purpose: Improve club awareness of educational opportunities and strengthen communication between SCA and its member clubs.

Objectives: Develop and deliver a communication campaign for J+S courses and all education events, maintain an up-to-date overview of coaches' certifications, and conduct in-person club visits to build relationships and assess needs.

Communication campaign: Design, copywriting, and distribution (newsletters, social media, print).

Data collection: Survey tools and staff time to build and maintain a certification database.

In-person visits: Travel, accommodation (if needed), and staff time for club visits.

Digital Transformation

Purpose: Expand SCA's digital education offering and maintain an up-to-date national database of coaches.

Objective: Digitalize existing SCA curriculum courses and extend the reach, accessibility, and traceability of SCA educational content.

Platform and tools: LMS or e-learning platform licenses, hosting, security, and maintenance fees.

Content production: Staff/contractor hours to convert curriculum to digital, video production, graphic design, translation.

Data management: Database licenses or CRM costs, integration support.

Training: Internal training for staff/volunteers on using the new tools.

Policy Updating

Purpose: Establish a clear re-licensing policy and credential oversight system to ensure high and consistent coaching standards.

Objectives: Create, implement, and enforce a re-licensing framework for all coaches that prioritizes safe sport and also provides a structured pathway to becoming an elite, credentialed coach.

Expert time: Legal/ethics consultant fees (if used) and internal staff time to draft and review policies.

Workshops & rollout: Info sessions/webinars with clubs, Q&A formats, translation costs.

Publishing & access: Layout, digital hosting, and document management.

In- Person Courses

Purpose: Continue delivering high-quality in-person education based on SCA's existing curriculum and develop advanced course offerings.

Objectives: Increase participation in in-person courses to strengthen community and inter-club relations, support re-licensing and onboarding of new coaches, and regularly update content to remain aligned with ICU standards and best practices.

Facilitator costs: Instructor fees, travel, and per diem.

Venue & logistics: Room rental, equipment, insurance, and basic hospitality.

Materials: Workbooks, certificates, handouts, and course equipment.

Admin and marketing: Registration systems, communication to clubs, and evaluation tools.

Educational Grants

Purpose: The SCA Education Grants Program supports the development of athletes, coaches, and officials in Switzerland by funding high-quality learning opportunities that strengthen knowledge, skills, and safe sport practices within cheerleading.

Objectives: Increase access to accredited education, certifications, and workshops for SCA members and increase the course offerings of SCA. Improve the overall standard of coaching, judging, and club management. Promote athlete well-being, inclusion, and long-term sport development through evidence-based education.

Grant funds: Total annual grant pool (e.g., number of grants × average grant size).

Program administration: Staff time (evaluation, communication, reporting), meeting costs, and tools for application management.

Monitoring & evaluation: Follow-up meetings, surveys, and possible site visits.

Judges and Rules Committee

Success: The committee is drawing on its success of implementing a shadow judging system at all of the SCA championships which ensured consistent safety supervision across all SCA competitions. Transparency has increased due to distributed average category scores to all teams which improved trust and understanding of scoring. Swiss judges have represented Switzerland at international competitions and gained international experience. The committee has recruited two new members as a first step toward a sustainable committee.

Vision Statement: To build a professional, reliable, and transparent rules & judging structure in Switzerland that aligns with international standards from ICU as a governing body, develops skilled judges with international experience, supports numerous safe competitions, and strengthens the credibility and quality of Cheerleading in Switzerland that is acknowledged around the globe.

Goals :

- Train and have 2 potential directors to overtake the department by 2027
 - Have a well operating 3 person committee
 - Create a written pathway to become a judge in Switzerland and Internationally
 - 3 certified and active judges in Switzerland by 2027
 - Safety judges at all SCA events
 - 5 new Swiss safety judges identifies
 - Maintain a 4/5 communications score with clubs on rules and scoring methods
 - A new communications person contact
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Programs:

Committee Administration

Purpose: Establish and maintain an effective operational framework for the Judges and Rules Committee.

Objectives: Develop and manage a digital database, clear committee policies, and volunteer structures; reduce administrative workload through efficient processes; and define a transparent working order and basic HR practices.

Committee operations: Meeting costs, minute-taking, and coordination time.

Digital tools: Database, document management, and shared workspace subscriptions.

Volunteer management: Recruitment, onboarding materials, and basic training resources.

Operation of Judging

Purpose: Create and sustain a clear development pathway to recruit, retain, and support qualified judges.

Objectives: Ensure safety and quality through regular recertification, maintain the judges' pathway and progression levels, and provide ongoing pathway-related education and support.

Education & recertification: Course development, trainers' fees, exam systems, and materials.

Pathway management: Staff time to maintain levels, criteria, and progression records.

Safety oversight: Time and tools to ensure judging standards support safe sport.

Club Communications

Purpose: Strengthen communication and collaboration between member clubs and the Judges and Rules Committee.

Objectives: Recruit and train dedicated communications personnel, provide targeted club education, and promote judging-related e-courses and resources through a structured communication campaign.

Communications personnel: Communications support.

Campaigns & materials: Design, content creation, and digital distribution of e-course and judging content.

Club engagement: Webinars, info sessions, and Q&A formats.

Championship Committee

Success: The championship committee is the flagship revenue generating program of the SCA as of 2025. The championships received the highest satisfaction score from SCA members at an annual survey in 2025 and members rated championships their most valuable aspect of the association. SCA has successfully organized **two** main championships, a qualifier and a national event, events which sold out attendance.

Vision Statement: We create multiple and diverse competitions yearly that involve all of the Swiss cheer community and international participation. They are professionally organized and highly executed. They are well staffed and fairly judged and create an unforgettable and safe experience for every participant.

Goals:

- 2 revenue events; 1 qualifying and 1 National Championship
 - 1 Grassroots event
 - 1 Skillmaster Competition - coordinated with Athletics
 - 1 written strategy for competitions and potential championship season
 - 1 Showcase championship that allows judges to practice
 - Create an Event Risk Management Policy
 - Sponsors for events totaling 50.000 CHF
 - Main system integration with registrations for coaches, athletes, and volunteers
 - Train and maintain quality volunteers for events
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Programs:

Executing SCO and SM Championships

Purpose: Sustain and continuously improve the current season of qualifier and championship events, ensuring a strong and coherent competitive structure for Swiss cheer.

Objectives: Deliver well-organized, high-participation SCO and SM events that are financially sustainable and attract full spectator and member club attendance.

Event venues: Rental fees, technical equipment, cleaning, and security.

Event operations: Staffing, judges, volunteers' expenses, accreditation, and insurance.

Production: Scoring system, music/MC, livestream/AV, branding and signage.

Participant services: Medical, safeguarding presence, and hospitality.

Positioning Strategy Plan

Purpose: Develop a data-backed, long-term event strategy that positions all championships within a cohesive Swiss cheer season for the next 10 years.

Objectives: Collect and analyze relevant data to guide event design and scheduling, address diverse stakeholder needs, generate future revenue, and define a clear implementation plan for resource allocation and execution of future events.

Data collection: Surveys, data tools, and potential external research support.

Strategic planning: Staff/consultant hours for analysis, modelling, and multi-year calendar design.

Stakeholder engagement: Workshops with clubs, travel costs, and facilitation.

Safeguard and Risk Compliance

Purpose: Establish comprehensive safeguarding and risk management standards for all championship events and attendees, covering all stakeholder groups.

Objectives: Expand safeguarding measures to ensure events meet or exceed required standards, and invest in systematic risk analysis, policies, and procedures to mitigate potential issues.

Policy development: Legal/risk consultants (if required) and internal staff time.

Risk tools: Risk registers, checklists, and incident reporting systems.

Training: Safeguarding/risk workshops for event staff, volunteers, and club contacts.

Procedures and Processes

Purpose: Strengthen the committee's administrative capacity by documenting and standardizing the full event management cycle.

Objectives: Create clear administrative documentation, provide leadership and staff training on core processes, and develop HR-related training and reference materials to support consistent delivery of events.

Process mapping & documentation: Staff time to map, write, and standardize workflows.

Training: Leadership and staff training sessions on new procedures.

Systems: Shared drives, templates, and process-management tools.

National Showcase

Purpose: provide more opportunities for athletes, clubs, and judges to practice safe sport and gain experience.

Objectives: Create a national showcase strategy that is inclusive and creates another revenue stream, chance for interclub relations, and enhances our judging program

Communications

Success: a new department with a new director and a team of 5 people. The SCA has a new website and has the basics of branding formed.

Vision Statement: Through strategic storytelling and unified messaging, we aim to position Swiss cheerleading as a vibrant, respected, and globally connected sport. We enhance the visibility of Swiss Cheer and amplify our mission with clear and powerful communication that connects and informs our community and external audiences.

Goals:

- 1 overall communications concept for the brand of SCA
 - 100% reporting goal on updating website weekly
 - 4 established and trained committee members
 - 1 efficient reporting system for tracking KPIs
 - 1 clear communication and leadership reporting system for program management
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Programs:

Reporting Systems

Purpose: Implement analytics-based reporting for all SCA communication activities to support informed decisions and increase the reach of SCA programs.

Objectives: Use data to refine communication strategy, train committee members on reporting tools, design targeted campaigns for the right audiences, and increase member satisfaction with SCA communications.

Analytics tools: Subscriptions for social media, website, and email analytics dashboards.

Training: Upskilling committee members to read and use data.

Time allocation: Staff/volunteer hours for data collection, reporting, and improving campaigns.

Programmatic Coordination Strategy

Purpose: Coordinate with all departments to amplify the visibility and advocacy of SCA's annual programs.

Objectives: Develop cross-department communication plans and campaigns, and create shared resources and best-practice guides to strengthen program advocacy.

Coordination capacity: Staff/volunteer time dedicated to cross-department planning.

Shared assets: Development of toolkits, templates, and best-practice guides.

Workshops: Internal alignment meetings or retreats with key committees.

Coordinate SCA Communication Strategy

Purpose: Define and maintain a clear, consistent communication strategy for SCA across all channels.

Objectives: Align messaging with SCA's mission and brand, set guidelines for channels and content, and support committees in planning and delivering coordinated communication activities.

Strategy development: Time from communications lead and leadership to define key messages and guidelines.

Brand & content assets: Style guide updates, templates, and content planning tools.

Support to committees: Hours allocated to advising and helping other committees execute plans.

Gym Space Advocacy Campaign

Purpose: Advocate for better access to suitable training and competition facilities for SCA member clubs.

Objectives: Raise awareness of gym space needs, collect and present data and club feedback to key stakeholders, and run targeted campaigns and partnerships that support long-term facility solutions.

Campaign design and content: Policy briefs, infographics, videos, and stories from clubs.

Stakeholder outreach: Meetings with municipalities, schools; travel costs.

Public advocacy: Media outreach, events, and digital advertisements (if used).

Athletics

Success: 4 years of Senior all girl and Junior all girl National Teams. Both teams have seen lots of interest from our members and have gained international recognition. Athletics has established the concept for a future National Coed team. Currently there are 5 out of 6 potential roles for committee members filled. National team coaches are dedicated and passionate and well trained. In history, athletics has educated high skilled coaches to success. However, this task will be handed over to the education committee going forth. A private coaching concept has been created for SCA members and was executed and analyzed to improve the program.

Vision Statement: We develop and promote good quality, safe and sustainable cheerleading in Switzerland in all levels from grassroots to internationally performing teams.

Goals:

- Grow the Youth National Team
 - Have a future Performance Junior Team
 - Grow 1 database of SCA staffers with Swiss Coaches
 - Contact ALL clubs level 4 and lower for potential private coaching
 - Re-evaluate and update staffer database, definition, and requirements
 - Train 10 more staffers
 - Bring on 1 performance cheer committee member
 - Pay for National Team Coaches expenses at least.
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Programs:

Individual Coaching Program

Purpose: Provide tailored, on-site training and support to member clubs through individualized coaching expertise.

Objectives: Deploy SCA staff to clubs to address specific skill needs, offer hands-on support that equips coaches with practical tools, and strengthen the coaching database and communication between SCA and its member clubs.

Target Audience: Grassroots Clubs, Coaches

Staffing: Coaching staff hours per club (preparation, travel, delivery, follow-up).

Travel: Train/transport costs to each club; occasional accommodation if necessary.

Materials: Coaching resources, tools, and digital follow-up materials.

Admin: Scheduling, reporting, and updates to the coaching database.

Athletics Cheer Camp

Purpose: Design an Athletics Cheer Camp concept that expands educational opportunities for athletes, builds community, and establishes a new revenue stream after the first year.

Objectives: Create more opportunities for athletes to participate in cheer, attract new athletes to the sport, promote safe sport best practices, and generate additional income that can be reinvested into paid staff positions and program development.

Partnerships: Communication Committee, Education Committee, Ethics Committee, schools, and a merchandise partner (to be defined).

Target Audience: Member athletes of all levels, member coaches, and new or prospective athletes.

Resources: Estimate venue rental, staff and coach compensation, food and equipment costs, and projected sign-ups; set participant fees that cover expenses and staffing while generating surplus revenue for SCA.

Venue: Rental for camp days, including equipment and insurance.

Staff: Coach and support staff fees, travel, and per diem.

Operational costs: Food, water, medical cover, equipment, and camp materials.

Marketing & registration: Promotion, registration platform, and customer service.

Performance Cheer Grant

Purpose: Increase inclusion and participation in performance cheer by strengthening athletic development and creating a structured education pathway led by experienced performance cheer athletes.

Objectives: Create a grant program for performance cheer clubs to develop athletic education curricula; integrate this content into SCA's educational courses to expand athlete opportunities and further embed performance cheer within the SCA community.

Target Audience: Performance cheer clubs, current performance cheer athletes, and future athletes.

Upon completion, SCA will hold full rights to the curriculum and may adapt and distribute it across its educational platforms.

Grant pool: Number of grants per year × 1,000 CHF.

Admin & support: Staff time to promote, select, oversee, and integrate curricula into SCA systems.

Review & updates: Periodic evaluation and potential refresh of funded curricula.

Youth and Junior National Team

Purpose: Maintain a pipeline of high-level youth and junior athletes in Switzerland and ensure safe, high-quality sport for future national team success.

Objectives: Train youth and junior national teams to create a long-term pool of elite athletes, generate visibility and inspiration for cheer sport, and uphold rigorous safety and athletic standards in all activities.

Target Audience: Youth Athletes and Youth Coaches

Partnerships: Member Clubs, Coaches Database, Volunteer Committee, Communications Committee

Try-outs: Gym rental, judges/coaches fees, and communications.

Training: Practice venue rental, equipment, medical/safeguarding support.

Staff: Coaching staff, team managers, and support roles.

Promotion: Communication campaigns to highlight the teams and their impact.

Senior National Team

Purpose: Serve as ambassadors for Swiss cheer, develop elite athletes, and cultivate future staff and leaders for SCA.

Objectives: Win gold at the ICU World Championship in 2027 and leverage the experience and knowledge of elite athletes to support member clubs through staffing opportunities, clinics, and knowledge transfer.

Training & preparation: Practice facilities, coaching staff, and performance support (e.g. physio).

International competition: Travel, accommodation, competition fees, uniforms, and insurance.

Knowledge transfer: Staff hours to design clinics, workshops, and club support activities.

Co-ed National Team

Purpose: To further gender equity in our sport and to serve as ambassadors of our sport.

Objectives: Sustainable development and first participation in an international championship.

Junior Performance Team

Purpose: New concept to promote young talent in performance cheer.

Objective: Establishment of a junior national team, which is expected to develop into a senior national team in the future.

Fundraising

Purpose: Secure sponsorships and fundraising income to support national teams and their coaches, while strengthening SCA's overall financial capacity.

Objectives: Build ethical, mission-aligned partnerships that expand the budget for national team support, and develop National Team merchandise and campaigns that generate revenue and raise awareness of cheer in Switzerland.

Partnership development: Staff or volunteer time to identify and manage sponsors.

Campaign assets: Merchandise design and production, fundraising materials, and digital tools.

Events & activations: Logistics and promotion for fundraising events or campaigns.

Volunteer Committee

Success: Creation of a new department with a valuable director and valuable and long term invested volunteers. Most volunteer positions for championships are currently being filled. However, there is extreme room for growth and a new volunteer system.

Vision Statement: By owning the entire volunteer journey, the committee will strengthen quality volunteers that furthers the mission of SCA. The committee will focus on recruiting, onboarding, training, and recognizing the amazing people who help shape our associations and community.

Goals:

- Widen perception of volunteer departments to fill more gaps in more departments. Use volunteer data base for events outside of the championships
 - Create 1 volunteer database that is updated monthly
 - 150 volunteers in database
 - 50 quality and background checked volunteers for over 6 months
 - Create a recognition program
 - After the 2nd 6 month term of the committee, have a 75% retention rate
 - Create at least 1 comprehensive training program
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Programs:

System Policy Integration

Purpose: Maintain a centralized, digital system for volunteer data to improve role matching, communication, and oversight.

Objectives: Collect and manage volunteer information in a single system that includes skills and key metrics; strengthen safeguarding through policies such as NDAs and background checks (without storing sensitive data); and adopt efficient digital tools to streamline data management and workflows.

Software: Volunteer database or CRM license, setup, and potential integration with existing systems.

Implementation: Data migration, configuration, and policy alignment.

Training: Staff/volunteer training to use the system and follow data-handling policies.

Ongoing maintenance: Annual license renewals and light IT support.

Volunteer Lifecycle

Purpose: Introduce and manage the full lifecycle of volunteer engagement through clear policies, structures, and procedures.

Objectives: Focus first on recruitment and recognition/ appreciation, followed by systematic screening, placement, and training. Introduce safeguarding standards (e.g., the “rule of two”) and build a volunteer database that offers different pathways for volunteers with varied skills, so the association can match them effectively to organizational needs.

Policy and framework design: Staff time and potential external advice on volunteer management best practices.

Safeguarding measures: Training, NDAs, background check processes (fees where applicable).

Database & tools: Volunteer management system licenses and maintenance.

Recognition activities: Thank-you initiatives, certificates, and small recognition costs.

Quality Volunteers

Purpose: Foster strong engagement and long-term retention of volunteers, while cultivating a positive and supportive working environment.

Objective: Attract and integrate more volunteers into a variety of roles that strengthen operations and safeguard the sport, building on existing relationships and experience.

Engagement activities: Check-ins, feedback rounds, and volunteer development opportunities.

Training: Core volunteer training modules and role-specific workshops.

Retention initiatives: Small recognition gestures and events (online or in-person).

Funding base: Use Swiss Olympic grant as a core funding line, plus internal co-funding if needed.

Volunteer Award Gala

Purpose: Strengthen SCA’s recognition culture and generate advocacy for the sport by celebrating volunteers, athletes, and clubs. The gala will also support community-building, inter-club relations, and new revenue and partnership opportunities.

Objective: Organize an annual gala that honours volunteers and showcases the achievements of the association, athletes, and clubs, positioning it as a flagship recognition and fundraising event.

Resources: Develop a detailed budget for venue, catering, production, awards, staff/volunteer support, and promotion; including:

Event costs: Venue, catering, technical equipment, decorations, and insurance.

Program & recognition: Awards, certificates, program design, and MC/entertainment.

Staffing: Event coordination, registration, and volunteer support.

Marketing & fundraising: Promotion, ticketing systems, and sponsor visibility packages.

Partnerships: Identify and secure partners to co-host or sponsor the gala, create marketing visibility, and support fundraising goals.

Ethics

Success: 65% of clubs have an ethics department and an ethics point of contact. Received a high review score from swiss olympics for ethics integration.

Vision Statement: A Swiss cheerleading community where every club has a committed safeguarding officer, all members are empowered through comprehensive ethics education aligned with national and international guidelines, and every athlete can train and perform in a consistently safe, respectful, and supportive environment.

Goals:

- 1 head of ethics committee trained and developed by 2026
 - 3 regional ethic contacts for member clubs identified and trained
 - Every club has a well informed and active safeguarding officer with a well defined role
 - Guideline curriculum for officers given to all clubs
 - Regulations maintained and checked for all clubs
 - 1 development packet for clubs on safeguarding officer
 - Regional workshops hosted for safeguarding officers
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Programs:

Safeguarding Officers

Purpose: Ensure strong safeguarding structures at club level by maintaining clear communication channels between club safeguarding officers, members, and the association.

Objectives: Develop and maintain a database of safeguarding officers and key contacts for the Ethics Director; create training curriculum and best-practice guidelines for safeguarding officers; support clubs in defining, implementing, and strengthening safeguarding roles; and build regional ethics networks to ensure consistent standards across Switzerland.

Training & curriculum: Development of safeguarding training modules and materials.

Database: System to record officers and contacts at club and regional levels.

Support & coordination: Staff time to coordinate officers, answer queries, and update resources.

Regional meetings: Occasional in-person or online gatherings for knowledge sharing.

Ethical Policy

Purpose: Professionalize the association's approach to ethical issues and provide clear, practical policies to help clubs protect athletes and all stakeholders.

Objectives: Develop communication and reporting policies for clubs, the Ethics Department, and stakeholders (including SSI); define clear guidelines for the engagement of international coaches and businesses with member clubs; and establish procedures for handling ethical violations involving internal and external stakeholders.

Policy development: Legal/ethical expertise (internal or external) and staff drafting time.

Rollout: Club briefings, Q&A sessions, and communication materials.

Monitoring: Mechanisms for reporting, investigating, and documenting ethical issues.

Adaptive Abilities

Purpose: Create and develop an adaptive abilities category that is inclusive and provides meaningful competitive and participation opportunities for all athletes.

Objectives: Design and launch an adaptive abilities category to advocate for inclusive sport, develop inclusive policies for SCA events and programs that clubs can adopt, and engage external experts to support adaptive athletes and their environments.

Partnerships: Seek collaboration with inclusive sport organizations and advocacy groups to enhance awareness, expertise, and policy development.

External consultants: Fees for inclusion and adaptive sport experts.

Training & awareness: Workshops for clubs, coaches, and event staff.

