

Granite Curling Club of Seattle Mission Statement

Purpose

A mission statement expresses the current intent of an organization. It articulates what the organization plans *to do* in pursuit of its vision. It is used by organizations to identify goal achievement and forms the basis for determining appropriate evaluation methods of organizational success.

GCC's Mission Statement

“The Granite Curling Club of Seattle strives to be the most welcoming, member-focused, and competitive curling club in the United States.”

Supporting Rationale

Since its founding, GCC's purpose has been to promote and engage in the sport of curling (GCC Article of Incorporation, Article II - July 28, 1960). What this means to each GCC member can be fundamentally different. Some members wish to be national or international champions, or at least be competitive at any level. Other members wish to enjoy the social atmosphere of GCC while engaging in casual league play or bonspiels. For many members, these goals will shift throughout their duration as a curler. GCC seeks to equitably support these and other curling-related goals of its members. At the core of the GCC is the recognition that all member curling journeys are worthwhile. The building, the ice, the warm room, the bar, and indeed the organization itself are a means for facilitating that exploration.

The components identified in the GCC mission statement speak to those aspects that are most critical in current pursuit of the Club vision. Each of the words in GCC's mission statement were chosen for a reason:

- *“strives”* – GCC recognizes that the organization must evolve as the curling goals of its membership change. It is a continuous and conscious effort to establish and attain specific goals given limited resources, as well as to assess GCC's performance in this regard.
- *“most”* – GCC will be a model for other curling clubs across the country. GCC's membership is rich in diversity of experiences, background, and abilities. Leveraging this diversity is critical to the long-term success of the club. GCC should continually investigate best practices from other clubs and incorporate those that further the achievement of GCC's mission and vision.
- *“welcoming”* – While first impressions matter, so does every impression after that. Visitors are more likely to become new members after a positive first-time curling experience. New members will also be more likely to stay and become lifelong members if their club experience continues to be enjoyable. Being “welcoming” does not

necessarily mean having a greeter at the door. It refers to the genuine sense of belonging that all members and visitors will feel while being at GCC, regardless of who they are and how they identify themselves.

- *“member-focused”* – Engaged members are critical to the Club. Member-volunteers maintain the building, organize bonspiels, run leagues, manage the day-to-day operations, and introduce the general public to curling. At the same time, GCC must provide sustained value to all its members, in a manner that is much more than a pay-to-play transaction. Through this mutually beneficial relationship, GCC and its membership can thrive together as a curling community.
- *“competitive”* – Curling is a sport. Competing may be an integral part of being a curler. However, the meaning of “being competitive” can vary significantly with each individual, ranging from becoming a better player to becoming a world champion. GCC supports all members, whatever their aspirations.
- *“in the United States”* – In the near term, GCC strives to be a model club in the U.S. This is just the start.

Granite Curling Club of Seattle Vision Statement

Purpose

A forward-looking statement that describes the future state of the organization.

GCC's Vision Statement

“Be recognized as a world-class club that fosters the sport, spirit, and community of curling that is inclusive of everyone.”

Supporting Rationale

The Mission Statement addresses those aspects of GCC that are priorities of the Club in the next five years. This doesn't mean the Club should ever stop striving to improve and evolve. GCC's Vision Statement speaks to what we want this future to be, specifically:

- *“recognized as a world-class club”* – Curling has a unique tradition that is shared across the globe by all participants of the sport, regardless of experience or competitive level. By seeking external recognition, we hold ourselves accountable to others, while modeling behaviors and approaches from which the entire curling community can benefit. This ensures that GCC is open to all possibilities for seeking its vision, avoiding the complacency that comes with resting on past accomplishments.
- *“fosters the sport”* – Promoting curling as a sport is at the core of GCC. While promotion is necessary for the Club to survive, it's the intensity of efforts that contribute to how the Club thrives over the long-run. Increasing awareness, encouraging broader participation, and supporting curlers are just some of the ways of fostering the sport.
- *“fosters the spirit”* – The Spirit of Curling* is an integral part of the sport. Without it, curling would be very different. Although historically the Spirit of Curling is limited to guiding behavior while playing the game, GCC's vision is to carry the same expectation of personal responsibility beyond the ice and across the Club. We imagine a broader spirit of curling (*notice the capitalization change*), where mutual respect and camaraderie persist.
- *“fosters the community of curling that is inclusive of everyone”* – What makes GCC stand out for many of its members is that it provides a sense of community. Our shared interest in curling unites us together, beyond just the game. GCC must support a community of curling that welcomes all who are interested, without fear or resistance.

* World Curling Federation explanation of the Spirit of Curling (<http://wcf.rethink3.com/the-spirit-of-curling#:~:text=Tweet,rather%20lose%20than%20win%20unfairly>).