

THE DONS TRUST



DRAFT STRATEGY
25/26 - 27/28

APRIL 2025

Why a Dons Trust Strategy?

Our operating environment is increasingly challenging, to succeed the DT needs to have a clear strategy & focus. Finances will always dictate much of what we do, but shouldn't be all of it.

- The Trust has a specific remit needs its own strategy
- Three-year strategy to define areas of focus
- Reviewed annually
- Once agreed we can set KPIs and report on progress
- Builds on existing KPIs and Trust “Objects”
- This is a DRAFT for discussion.

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DISCUSSION**

Our Mission

To continue, and grow AFC Wimbledon as a fan-owned club, with our men's and women's teams competing at the highest level possible, contributing significantly to our community.

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Strategic Aims & Responsibilities

1.FAN OWNERSHIP

2.OVERSIGHT

3.MEMBERSHIP

4.FISCAL STEWARDSHIP

5.COMMUNITY

6.GOVERNANCE

7.GROWTH

8.WIDER FOOTBALL

Strategic Aims & Responsibilities

1. FAN OWNERSHIP

Safeguard and exercise our member ownership of AFC Wimbledon.

- Retain majority fan ownership (no lower than 50.01%)
- Ensure that the interests of our fans are at the heart of everything the Club does.



Strategic Aims & Responsibilities

2. OVERSIGHT

Appoint the Club chair, approve Club board appointments, oversee and approve the Club strategy, execution, and budgets.

- **Provide support for the Women's team including the 3-year ambition and the funding strategy to support that ambition**
- **Support the Club in reducing operational losses**
- **Agree a clear understanding of what level can sustainably be achieved for both the Men's and Women's teams**
- **Ensure the Club's commercial partners share our ethos and values.**



Strategic Aims & Responsibilities

3. MEMBERSHIP

Represent the views and interests of DT members, and communicate effectively

- Provide funding for a Club membership manager
- Make voting, meetings, and communication a better experience members
- Make elections vibrant and diverse.



Strategic Aims & Responsibilities

4. FISCAL STEWARDSHIP

Ensure that the Club and Trust remain going concerns and manage the club's debt sustainably.

- **Long-term PL Bond debt management plan**
- **Support vetting potential investors**
- **Bring suitable minority investors to the membership**
- **Improve the long-term finances of the Trust to invest in strategic projects or increase Trust ownership.**



Strategic Aims & Responsibilities

5. COMMUNITY

Ensure that the Club remains in Wimbledon and grows the game in the local community.

- Ensure that the Club contributes to the local community
- Work to make the Club and Trust reflect our community
- Better marketing & communication of the club's community impact
- Grow local support for Women's team
- Improve coordination of AFCW Foundation, DLAG, and WiSH efforts to maximise impact on the community.



Strategic Aims & Responsibilities

6. GOVERNANCE

Ensure that the DT has fit-for-purpose governance that can adapt over time.

- Produce a new Dons Trust constitution
- Increase diversity across all areas of the Dons Trust – membership, working groups, meetings, DTB leadership and DTB candidates.



Strategic Aims & Responsibilities

7.GROWTH

Drive membership growth domestically and internationally.

- **Work with Club membership and marketing team to produce a plan towards 10,000 members**
- **Increase international membership by 50%.**



Strategic Aims & Responsibilities

8. WIDER FOOTBALL

Play an active role in creating a fairer more sustainable football.

- Support and lobby for the establishment of a strong Independent Football Regulator
- Consider proposals for involvement with new organisations within football.



Next Steps

We have shared this document tonight for your views, this is the first stage, but we want to move quickly.

1. Share with members for views
2. Share with Club board and Club exec for input
3. Gather feedback, refine strategy and define KPIs
4. Publish final (working) version
5. Report and update on performance.

THANK YOU



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