

Why promote your club?

- ★ To attract new members and volunteers.
- ★ To raise your profile in the community.
- ★ To gain local and online support.
- ★ To find new sponsorship and funding.
- ★ To promote events and celebrate success.

TOP TIPS...

1 Utilise Social Media and your Online Community.

2 Engage with your Local Community.

3 Have dedicated volunteers responsible for promotion.

Good examples and further advice can be found on our website:

➤ www.rctcbc.gov.uk/clubresources

How can we help?



➤ **Our website:**

We can advertise you on our sports club map and promote your volunteer opportunities!

➤ **Our social media:**

We will promote you and your opportunities to our followers!

➤ **Marketing Materials and Case Studies:**

We can help to create online/digital posters, videos and case studies.

➤ **School-Club Links:**

Our school team can help you link with local schools, colleges and universities.



CONSIDER

People need to know...

- ★ Your club exists!
- ★ What you offer.
- ★ That you are looking for new members, volunteers and/or support.



f Facebook: Closed group to communicate with members, public page to promote the club, create events and send invites.

Instagram: Great for sharing photos and videos; use story function for temporary communication.

X / Twitter: Short and simple updates, good for announcements and links with schools, NGBS and other clubs.

OTHER APPS...

- **YouTube:** For videos and highlights
- **Whatsapp:** Create groups for members and parents.

Team management apps such as...

- **Spond:** Share training / fixture details, confirm attendance, collect payments.



BE AWARE OF ONLINE RISKS!!

Use suitable content and protect members / followers with a social media policy!!

OFFLINE

★ **School club links:**

Engage with local school(s) to develop relationships and promote opportunities.

★ **Local business links:**

Recruit new members and/or volunteers or find even sponsorship and funding!

★ **Events:**

Provide social events both on and off the field for your members, wider community.