

PROMOTING YOUR CLUB

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...

- Utilise Social Media and your Online Community. (
- Engage with your Local Community.
- 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.

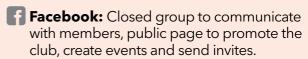
>School-Club Links:

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.



- 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.





