



Marketing/Fundraising

Marketing is often thought only of as a function of commercial organisations, but in order for a club to maintain membership, attract sponsors and engender loyalty, it is essential that an element of planning is attributed to marketing and promotion.

A club needs to raise its profile:

- To increase membership
- To attract sponsorship
- To improve the its chances of receiving grant aid
- To encourage members to continue their affiliation

Most clubs have a logo and it important to use the logo to show the club's identity. There are a number of activities that can help raise funds. These include:

- A night at the races
- Casino evening
- Jumble sales
- Raffles/ballots
- Club lotteries
- Coffee mornings
- Quiz nights
- Sponsorship

Remember:

- Gambling evenings open to public must have no cash winnings. Instead, winning chips or tokens can be exchanged for prizes
- People must understand the purpose behind the fundraising
- You can run a bar to boost profits but make sure you have a license or apply for one well in advance
- Your lottery may have to be registered with your local council

Using Social Media

More and more people are using social media. Social media is a great tool to engage with current members and to try and attract new members. It gives you an opportunity to post informally and connect with your users through story telling. Using social media is free and gives you instance access to a wider audience.

Social media a great tool for storytelling and different platforms have their own strengths. According to the Global Web Index (Jan 2018) the four most popular social media platforms are:

- YouTube
- Facebook
- Instagram
- Twitter



YouTube

- One billion hours of video are watched every day on YouTube
- Great way to share videos of any length
- Can be linked to other social media platforms
- Videos are a great way to tell stories
- Easy to view on most mobile devices
- It's the world's second largest search engine

Facebook

- Has an option to create an open 'group page' rather than a personal page
- Easy to personalise with club badge and team photos
- Can invite friends to like the page
- Analytics allow you to see when most of your users are online
- Can target different groups through targeted advertising
- Can post text, picture and video updates
- Has options to create events pages on your group page
- People can like, share, comment and tag people on posts
- Can keep members up to date with promotions, training times and live scores
- Has an option for live streaming
- Has an option to schedule posts

Instagram

- Allows you to share photos and videos
- Has an option for live streaming
- Very visual platform that allows you the option of adding text to posts
- Can use hashtags to engage
- Can tag people in pictures and videos
- Has an option to allow you to add filters to pictures

Twitter

- Allows you to share short news stories (tweets) with your followers
- You can add video and pictures to your tweets
- When your followers like or retweet your tweets, they will appear on your followers' timelines for others to see
- Is a great, quick way to update your followers with snippets such as match scores
- Can create links with other football clubs and organisations
- Can use hashtags to connect with other people/organisations
- Allows you to schedule posts

There are risks involved with using media so it's important that clubs have a policy and make members aware of it.

The club should make ensure that only key people (chairperson/media officer etc) have access to such accounts and should communicate responsibility.

Social Media Dos and Don'ts

Dos

- Keep a track of the people using your social media platforms
- Be respectful to everyone that you communicate with through social media. Remember that you are representing your club and their values
- Let people in your club know who is responsible for managing your social media platforms so they know who to share good news stories with
- Have a plan on what you want to achieve with your social media throughout the year
- Use an appropriate club email address for signing up to platforms rather than personal emails. Use strong passwords to avoid being hacked
- Take care when sharing videos or images and make sure that you have the proper photo consent before sharing
- Showcase the entire club (fixtures, people, sponsors, activities, future plans)

Don'ts

- Don't post anything confidential on any of your platforms
- Don't share your login details with anyone who isn't delegated with managing your social media
- Don't post personal messages on platforms
- Don't contact people under 18 years old through social media
- Don't use copyrighted material without permission
- Don't post offensive material

Disclaimer:

This information is for guidance only and to give clubs a starting point when formulating a social media policy.