

JUNIOR FLAG



SUSTAINABILITY TOOLKIT

RECRUITMENT

CREATE A FLYER

- Make sure it has all the key info – Team name, age ranges, contact details, website and training venue and times.

UP TO DATE WEBSITE

- Most people search for teams using the internet. Make sure your website is up to date with all the key information as above.

CONTACT LOCAL SCHOOLS

- All players will be at school so the best place to contact players would be through your local schools.
- Most schools email parents with newsletters, so you can ask them to distribute a PDF version of your flyer to parents via their mailing system. You can save money on printing flyers with this method too.
- Also, ask to share to teachers – some may be interested in coaching. A good way to recruit more coaches to the team.

ADVERTISE

- Post the flyer to in local online pages (Gumtree (under sports & rec), local Facebook groups, Mumsnet etc.). Another way to save money on printing.
- Share with local youth centres, gyms, shops and other places to put up on their noticeboards.
- This has the printing cost associated with it, but if you choose this method you may not need to print too many flyers.

GET PARENTS INVOLVED

- Ask parents if they would like to get involved. Encourage them to be involved at practice.
- Develop and nurture them into becoming great coaches. Don't forget USA Football and BAFCA courses to upskill them!

ENGAGEMENT

COMMUNICATE REGULARLY

- Regular engagement with players and parents will lead to a better rapport with them.
- Create parents Whatsapp groups for your teams and regularly post information and updates in there.
- If you can email do that too, but Whatapp is possibly better as your messages go direct to their phones.

NON-FOOTBALL ACTIVITIES

- Organise non-footballing activities, such as family quiz nights and other fun events to engage with players and parents.

SPONSORSHIP & FUNDRAISING

SPONSORSHIP

- Seek sponsorship from local companies who may be willing to support a local team.
- A parent might even be a business owner who may be willing to sponsor the team.
- A lot of money can be saved by getting a company to sponsor the team kit – not to mention the team will look great in their new gear!

FUNDRAISING

- Get players and parents involved in fundraising activities. These could be cake sales, sponsored walks or runs. Be imaginative and creative.

FUNDS & GRANTS

- Check with your local councils regarding funding and grants. Also check sport England for any new funding opportunities that may be available.

REPEAT

NEVER STOP RECRUITING, ENGAGING, SEEKING SPONSORSHIP & FUNDS!

- There will always be kids looking to play sports and actively putting yourself out there is the best way to get them involved.
- Players and parents are more likely to play for a team if they the team engages with them more often.
- You never know when a sponsorship or funding opportunity may arise so always be on the lookout!



Image: Amanda McDonald Photography



Image: Ray Hodge