



EMPOWERING GRASSROOTS SPORTS CLUBS

# Raising Grassroots Sports Club Revenues by Improving Skills of Volunteer Club Staff on Digital Fundraising and Marketing Tools

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## D2. Digital Marketing and Fundraising Toolkit for Grassroots Sports Club Staff



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# INTRODUCTION

The digital landscape presents a transformative opportunity for grassroots sports clubs. This toolkit equips you, the dedicated staff, with the resources and guidance to develop a robust online presence and secure the financial resources necessary for sustained growth.

Within this toolkit, you'll discover:

- **Marketing Vision & Mission Determination Tool:** Establish a clear roadmap for success. This tool guides you through the process of defining your club's unique purpose and long-term aspirations.
- **Marketing Core Values Determination Tool:** Identify the core values that define your club's character and guide your marketing decision-making.
- **Market Segmentation & Analysis Tool:** Gain a deeper understanding of your target audience. This tool assists you in segmenting your market and analyzing demographics to tailor your marketing strategy for optimal impact.
- **Competitive Analysis Tool:** Evaluate your competitive landscape. This tool enables you to analyze your competitors' strengths and weaknesses, allowing you to identify opportunities for your club to differentiate itself.
- **Marketing Communication Tool:** Develop a consistent and effective communication strategy. This tool aids in crafting clear messaging across all your marketing channels, ensuring clarity and resonance with your audience.
- **Fundraising Assessment Tool:** This interactive tool guides you through a step-by-step process to assess your financial situation, explore a variety of fundraising options, and build a dedicated fundraising team, ultimately securing the resources needed to support your club's goals.
- **Content Marketing Planning Tool:** Craft engaging content that attracts and retains members. Learn how to create high-quality content that positions your club as a leader in your local sports scene, fosters a thriving online community, and inspires potential new members.

## The Marketing Vision and Mission Determination Tool for Grassroots Sports Clubs

**Description:** This tool (downloadable Excel spreadsheet) acts as your roadmap to crafting a powerful marketing vision and mission statement for your grassroots sports club. A clear vision provides direction for your future, while a well-defined mission outlines your purpose and how you'll achieve your goals.

### Benefits:

- **Clarity and Focus:** Guide your marketing efforts with a defined direction.
- **Communication Powerhouse:** Communicate your club's values and aspirations effectively.
- **Goal Setting Made Easy:** Develop SMART goals aligned with your mission for measurable success.

### How to Use the Tool

#### Step 1: Download & Open

- Save the Excel file titled "Grassroots Sports Marketing Vision & Mission Tool" to your computer.
- Open the downloaded file in Excel.

#### Step 2: About Your Club (Blue Highlighted Section)

- Fill in your club's name, the sport(s) offered, your target audience (e.g., youth players, adult leagues), and the core values that define your organization (e.g., teamwork, sportsmanship).

#### Step 3: Envision Your Future (Red Highlighted Section)

- **Read the prompt:** Imagine your club thriving in the future. What impact do you want to have on your players, community, or sport?
- **Craft your Vision Statement:** Write a clear and concise statement that captures your club's long-term aspirations. Focus on the impact you aim to achieve (e.g., fostering a love for football, developing well-rounded athletes).

#### Step 4: Define Your Purpose (Green Highlighted Section)

- **Read the prompt:** How will you achieve the vision you defined? What are the core activities and goals that define your club's daily operations?

- **Develop your Mission Statement:** Write a statement outlining your club's purpose and the methods used to fulfil your vision. Highlight the programs, activities, and approach that make your club unique.

### Step 5: Set SMART Goals (Purple Highlighted Section)

- SMART goals are essential for turning your vision and mission into actionable steps.
- Fill in the details for at least 2-3 SMART goals that directly support your mission statement.
  - **Specific:** Clearly define what you want to achieve (e.g., increase player registration by 15%).
  - **Measurable:** Establish how you will track progress (e.g., track number of new registrations).
  - **Achievable:** Set realistic and attainable goals.
  - **Relevant:** Goals should directly support your mission.
  - **Time-bound:** Set a timeframe for achieving your goals (e.g., by the player registration deadline).

### Step 6: Review & Revise

- Once you've completed all sections, carefully review your vision and mission statements.
- Ensure they are clear, concise, and accurately reflect your club's identity and aspirations.
- Make revisions as needed for optimal clarity and impact.

### Additional Tips:

- Involve your club's staff and key stakeholders in the process to gain diverse perspectives.
- Don't be afraid to start with drafts and refine them through discussion.
- Regularly revisit your vision and mission to ensure they remain relevant as your club evolves.

By using this tool and following these steps, you'll be well on your way to developing a powerful marketing foundation that attracts players, builds community, and propels your grassroots sports club towards success!

**Remember:** This tool is a starting point. Feel free to customize it to fit your club's specific needs.

### [Download the tool](#)

## Vision & Mission Tool Template:

<b>Section 1: About Your Club</b>	
<b>Club Name: Sport(s):</b>	
<b>Target Audience(s):</b> (e.g., Youth players, Adult leagues, Local community)	
<b>Values: (e.g., Teamwork, Sportsmanship, Fun)</b>	
<b>Section 2: Vision Statement</b>	
<b>Prompt:</b> Imagine your club thriving in the future. What impact do you want to have on your players, community, or sport?	
<b>Vision Statement:</b> (Write your vision statement here)	
<b>Section 3: Mission Statement</b>	
<b>Prompt:</b> How will you achieve your vision? What are the core activities and goals that define your club's purpose?	
<b>Mission Statement:</b> (Write your mission statement here)	
<b>Section 4: SMART Goals</b>	
<b>Here, define 2-3 SMART goals that align with your mission statement.</b>	
<b>Specific</b>	Clearly define what you want to achieve.
<b>Measurable</b>	Establish how you will track progress.
<b>Attainable</b>	Set realistic and achievable goals.
<b>Relevant</b>	Goals should support your mission.
<b>Time-bound</b>	Set a timeframe for achieving your goals.
<b>Goal 1</b>	
<b>Specific:</b>	
<b>Measurable:</b>	
<b>Achievable:</b>	
<b>Relevant:</b>	
<b>Time-bound:</b>	

Goal 2	
Specific:	
Measurable:	
Achievable:	
Relevant:	
Time-bound:	
Goal 3	
Specific:	
Measurable:	
Achievable:	
Relevant:	
Time-bound:	

### Completed Example

Section 1: About Your Club	
Club Name: Sport(s):	Oslo Orcas Youth Football Club
Target Audience(s): (e.g., Youth players, Adult leagues, Local community)	Football
Values: (e.g., Teamwork, Sportsmanship, Fun)	Boys and girls aged 6-18 years old
Section 2: Vision Statement	
<b>Prompt:</b> Imagine your club thriving in the future. What impact do you want to have on your players, community, or sport?	
<b>Vision Statement:</b> (Write your vision statement here)	The Oslo Orcas Youth Football Club aspires to be a leading youth sports organization in Oslo, fostering a love for football, developing skilled players, and promoting teamwork and sportsmanship in a fun and inclusive environment.

<b>Section 3: Mission Statement</b>	
<b>Prompt:</b> How will you achieve your vision? What are the core activities and goals that define your club's purpose?	
<b>Mission Statement:</b> (Write your mission statement here)	The Oslo Orcas Youth Football Club provides a high-quality, affordable football program for children of all skill levels. We offer professional coaching, organized leagues, and community events to nurture a passion for the sport, build character, and create a positive and supportive environment for young athletes.
<b>Section 4: SMART Goals</b>	
Here, define 2-3 SMART goals that align with your mission statement.	
<b>Specific</b>	Clearly define what you want to achieve.
<b>Measurable</b>	Establish how you will track progress.
<b>Attainable</b>	Set realistic and achievable goals.
<b>Relevant</b>	Goals should support your mission.
<b>Time-bound</b>	Set a timeframe for achieving your goals.
<b>Goal 1</b>	
<b>Specific:</b>	Increase youth player registration by 15% for the next season.
<b>Measurable:</b>	Track the number of new registrations compared to the previous season.
<b>Achievable:</b>	We had 50 players last season. 15% growth is 7 additional players, which is achievable through targeted outreach.
<b>Relevant:</b>	Increased player participation aligns with our mission of providing football opportunities for young athletes.
<b>Time-bound:</b>	Achieve this goal by the end of the player registration period for the next season.
<b>Goal 2</b>	
<b>Specific:</b>	Launch a successful social media campaign to increase community engagement.
<b>Measurable:</b>	Track follower growth, post engagement (likes, comments, shares), and website traffic driven by social media.
<b>Achievable:</b>	Develop a consistent posting schedule with engaging content and utilize relevant hashtags.
<b>Relevant:</b>	Increased community engagement supports our mission to create a positive and inclusive environment.
<b>Time-bound:</b>	See measurable results within 3 months of launching the social media campaign.
<b>Goal 3</b>	
<b>Specific:</b>	Organise a charity fundraiser to support a local youth sports program.



<b>Measurable:</b>	Track the amount of money raised through the fundraiser.
<b>Achievable:</b>	Host a family-friendly event with sponsorships and community partnerships.
<b>Relevant:</b>	Giving back to the community aligns with our value of sportsmanship and fostering a positive impact.
<b>Time-bound:</b>	Host the fundraiser event before the start of the next season.

## The Core Value Determination Tool for Grassroots Sports Clubs

This tool provides empowerment to grassroots sports clubs located in Europe, enabling them to identify their fundamental marketing principles. Possessing robust core values serves as an essential beacon, guiding communication strategies and attracting members who share a profound connection with the club's objectives.

The tool helps as a cooperative activity, fostering open dialogue among the club's personnel (including coaches, volunteers, and board members) to brainstorm and refine their foundational principles. Through a series of sections, clubs can:

- Reflect on their history, impact, and competitive spirit.
- Define their ideal member's profile and preferred environment.
- Generate a comprehensive list of potential core values.
- Distill the list to a core set of 3-5 values that best represent the club's essence.
- Develop clear statements explaining each core value and its significance.
- Learn how to integrate these core values into marketing materials, communication strategies, and staff interactions for consistent messaging.

By using this tool, clubs can build a strong foundation for their marketing efforts. Aligning communication with core values fosters a sense of authenticity, attracts members who share the club's philosophy, and ultimately strengthens the club's identity within the community.

### How to Use the Tool

#### Step 1: Download & Open

- Save the Excel file titled "The Core Value Determination Tool for Grassroots Sports Clubs" to your computer.
- Open the downloaded file in Excel.

#### Step 2: Assemble Your Team

- Gather your most dedicated staff members, including coaches, volunteers, and board members, for a collaborative brainstorming session. Having diverse perspectives is key to uncovering your club's true essence.

#### Step 3: Navigate the Sections

##### **Reflect on Your Club (Blue):**

- Briefly share your club's history, founding principles, and any unique traditions that contribute to your identity.

- Describe the positive impact your club has on players, families, and the local community. This highlights your contribution beyond the sport itself.
- Discuss your club's competitive spirit. Do you prioritize recreational fun, competitive development, or a balance of both?

**Identify Your Ideal Player/Member (Red):** Imagine your ideal member's profile: Age range, skill level, and motivations for joining a sports club (exercise, social interaction, competition). What kind of environment would attract them? Fun and games, rigorous training, strong team spirit? Understanding your ideal member helps tailor your message.

**Brainstorm Your Values (Green):** Brainstorm potential core values that resonate with your club's identity and your ideal member. Write down a comprehensive list of potential values.

**Refine Your Core Values (Purple):** Now comes the process of refining your list. Review all the brainstormed values and discuss them openly. Eliminate any that don't perfectly align with your club's identity or resonate with your ideal member.

- Choose 3-5 core values that best represent your club's essence. These will be your guiding principles.
- Craft clear and concise statements explaining each core value and its meaning to your club. This clarifies how the value translates into action within your organization.

**Applying Your Values (Orange):** This section focuses on integrating your core values into the fabric of your club.

- Review your marketing materials (website, social media, flyers) and ensure the messaging reflects your core values.
- Develop targeted communication strategies tailored to resonate with your ideal member, emphasizing how your club aligns with their motivations for joining.
- Empower your team! Share your core values with all staff (coaches, volunteers) to ensure consistent messaging across the club. Everyone should be able to articulate your core values to potential members.

**Additional Tips:** Consider involving your members in a future brainstorming session. Their insights into expectations and experiences within your club can provide valuable perspectives for further refining your core values.

## **[Download the tool](#)**

## The Core Value Determination Tool Template

Section 1: Reflect on Your Club	
<b>History &amp; Heritage</b>	Briefly share your club's history, founding principles, and any unique traditions.
<b>Community Impact</b>	Describe the positive impact your club has on players, families, and the local community.
<b>Competitive Spirit</b>	Is your focus on recreational fun, competitive development, or a balance of both?
Section 2: Identify Your Ideal Player/Member	
<b>Imagine your ideal member</b>	Age, skill level, motivations for joining a sports club (exercise, social interaction, competition).
<b>What kind of environment would attract them?</b>	(Fun, rigorous training, strong team spirit).
Section 3: Brainstorm Your Values	
Now, based on your discussions, brainstorm potential core values that resonate with your club's identity and your ideal member. Here are some prompts to get you started:	
<b>Fun &amp; Camaraderie</b>	Do you prioritize creating a joyful and inclusive environment for all?
<b>Excellence &amp; Development</b>	Is fostering highly skilled athletes a core focus?
<b>Community &amp; Social Responsibility</b>	Does your club actively involve itself in community events and social causes?
<b>Diversity &amp; Inclusion</b>	Does your club welcome players from all backgrounds and skill levels?
<b>Fair Play &amp; Sportsmanship</b>	Are integrity and respect for the game paramount to your club's culture?
Section 4: Refine Your Core Values	
<b>Review your brainstormed list.</b>	Discuss and eliminate any values that don't perfectly align with your club's identity.
<b>Choose 3-5 core values</b>	The best represent your club's essence.
<b>Write clear and concise statements</b>	Explaining each core value and its meaning to your club.
Section 5: Applying Your Values	
<b>Review your marketing materials</b>	Website, social media, flyers, etc. Ensure your messaging reflects your core values.

<b>Develop targeted communication</b>	Tailor your communication style to resonate with your ideal member.
<b>Empower your team</b>	Share your core values with all staff to ensure consistent messaging across the club.
<b>Remember:</b> Core values are not just words; they are the foundation of your club's identity. Regularly revisit and refine your core values as your club evolves.	
<b>Bonus Tip:</b> Consider involving your members in a future brainstorming session to gain valuable insights into their expectations and experiences within your club.	

### Completed Example

<b>Krakow Dragons Basketball Club</b>	
<b>Section 1: Reflect on Your Club</b>	
<b>History &amp; Heritage</b>	Founded in 1985, the Krakow Dragons are a family-oriented basketball club dedicated to fostering a love for the sport and developing well-rounded players. We have a strong tradition of volunteer coaching and community involvement.
<b>Community Impact</b>	The Krakow Dragons offer affordable basketball programs for youth of all skill levels. We participate in local charity events and organize annual neighborhood basketball tournaments, promoting health and community spirit.
<b>Competitive Spirit</b>	We offer recreational leagues for beginners and development programs for players seeking competitive opportunities. Our focus is on skill development, teamwork, and enjoying the game.
<b>Section 2: Identify Your Ideal Player/Member</b>	
<b>Imagine your ideal member</b>	Our ideal member is a child aged 8-18 with a passion for basketball, regardless of prior experience. We welcome players motivated to learn, have fun, and contribute to a positive team environment.

<p><b>What kind of environment would attract them?</b></p>	<p>We offer a fun and supportive atmosphere where players can learn from experienced coaches, develop their skills, and build friendships. We emphasize fair play, teamwork, and creating a positive experience for everyone.</p>
<p align="center"><b>Section 3: Brainstorm Your Values</b></p>	
<p>Now, based on your discussions, brainstorm potential core values that resonate with your club's identity and your ideal member. Here are some prompts to get you started:</p>	
<p><b>Fun &amp; Camaraderie</b></p>	<p>Creating a joyful and inclusive environment where everyone feels welcome and can enjoy the game.</p>
<p><b>Excellence &amp; Development</b></p>	<p>Providing quality coaching and programs that help players improve their skills and reach their full potential.</p>
<p><b>Community &amp; Social Responsibility</b></p>	<p>Actively participating in community events and promoting healthy lifestyles for youth.</p>
<p><b>Diversity &amp; Inclusion</b></p>	<p>Welcoming players from all backgrounds and skill levels, fostering a culture of respect and teamwork.</p>
<p><b>Fair Play &amp; Sportsmanship</b></p>	<p>Emphasizing fair play, integrity, and respect for teammates, opponents, coaches, and officials.</p>
<p align="center"><b>Section 4: Refine Your Core Values</b></p>	
<p><b>Review your brainstormed list.</b></p>	<p align="center">           Skill Development &amp; Growth            Sportsmanship &amp; Respect            Community Engagement            Innovation            Fun &amp; Camaraderie            Environmental Sustainability            Health and Wellbeing            Leadership Development            Diversity &amp; Inclusion         </p>
<p><b>Choose 3-5 core values</b></p>	<p align="center">           Fun &amp; Camaraderie            Skill Development &amp; Growth            Diversity &amp; Inclusion            Sportsmanship &amp; Respect         </p>

<b>Write clear and concise statements</b>	<p><b>Fun &amp; Camaraderie:</b> At the Krakow Dragons, we believe that basketball should be fun! We create a positive and supportive environment where players can learn, laugh, and build lasting friendships.</p> <p><b>Skill Development &amp; Growth:</b> We offer quality coaching programs designed to help players of all skill levels improve their game. We emphasize learning from mistakes, dedication, and reaching one's full potential.</p> <p><b>Diversity &amp; Inclusion:</b> The Krakow Dragons believe that basketball is for everyone. We welcome players from all backgrounds and abilities, fostering an inclusive environment where everyone feels valued and respected.</p> <p><b>Sportsmanship &amp; Respect:</b> We emphasize fair play, integrity, and respect for the game. We teach our players to appreciate good sportsmanship, respect their teammates, opponents, and coaches, and learn from both wins and losses.</p>
<b>Section 5: Applying Your Values</b>	
Review your marketing materials	Our website, social media platforms, and flyers showcase a fun and inclusive environment with coaches focusing on skill development and teamwork. Images depict players from diverse backgrounds, emphasizing our commitment to inclusion. We highlight local community events where we participate.
Develop targeted communication	Our communication style is positive and encouraging, highlighting fun activities and the benefits of learning basketball. We tailor messages to different age groups, focusing on skill development for older players and the joy of the game for beginners.
Empower your team	All coaches and volunteers are familiar with the club's core values and encouraged to integrate them into their interactions with players. We hold regular meetings to ensure consistent messaging across the club.
<p><b>Remember:</b> Core values are not just words; they are the foundation of your club's identity. Regularly revisit and refine your core values as your club evolves.</p>	
<p><b>Bonus Tip:</b> Consider involving your members in a future brainstorming session to gain valuable insights into their expectations and experiences within your club.</p>	

## The Market Segmentation & Analysis Tool for Grassroots Sports Clubs

This interactive tool empowers European grassroots sports clubs to unlock the power of market segmentation and analysis. By understanding the characteristics and motivations of potential members, clubs can craft targeted communication strategies, attract new players, and achieve their growth goals.

The tool functions as a collaborative exercise, guiding club staff (coaches, volunteers, board members) through a series of steps to identify and analyze potential target markets. Through open discussions and brainstorming sessions, clubs can:

- Reflect on their current offerings, facilities, and member base.
- Identify potential new market segments based on age groups, skill levels, location, and motivations.
- Analyze each segment's size, needs, competition, accessibility, and alignment with the club's resources.
- Select 1-2 target segments for focused marketing efforts.
- Develop targeted communication strategies with messaging, marketing channels, membership packages, and a clear value proposition tailored to each segment.

By using market segmentation, clubs gain more understanding of their ideal members. This allows them to move beyond generic marketing approaches and develop targeted strategies that resonate with specific audiences. Finally, this results in attracting new members who share the club's passion for sports, fostering a stronger and more vibrant club community.

### How to Use the Tool

#### Step 1: Assemble Your Team

Gather a passionate group of staff members (coaches, volunteers, board members) for a collaborative brainstorming session. Diverse perspectives are key to uncovering valuable insights about your target audience.

#### Step 2: Reflect on Your Club (Blue)

- **Sport & Target Age Group(s):** Clearly define the sport(s) your club offers and the current age groups you serve (e.g., youth, adults, mixed).
- **Location & Facilities:** Specify your club's location and the facilities you have available (e.g., fields, courts, gym). Understanding your resources helps determine who you can best serve.



- **Current Membership:** Describe your current member base. Analyze their age range, skill levels, and motivations for joining your club. This provides a starting point for identifying potential new audiences.

### Step 3: Identify Potential Market Segments (Red)

- **Think Beyond Current Demographics:** While your existing members are valuable, consider potential for growth. Brainstorm additional market segments with similar sports interests but potentially different characteristics. Here are some prompts to spark discussion:
  - **Age Groups:** Could you expand your offerings to cater to younger children, teenagers, or adults seeking a new sports activity?
  - **Skill Levels:** Do you primarily serve beginners or recreational players? Is there a niche for highly competitive athletes or those seeking a gentle introduction to the sport?
  - **Location & Accessibility:** Are there untapped areas in your community you could reach with targeted outreach? Consider factors like distance and transportation options.
  - **Interests & Motivations:** What are the common reasons people join sports clubs in your area? Understanding motivations (exercise, social interaction, competition) allows you to tailor your message accordingly.

### Step 4: Analyse Each Segment (Green)

For each identified segment, delve deeper with a focused analysis:

- **Size:** Estimate the potential size of this market segment. How many people in your community could be interested?
- **Needs & Motivations:** What are their specific needs and desires when looking for a sports club? What are their pain points or challenges that your club can address?
- **Competition:** Are there other clubs already targeting this segment? Analyze their offerings and identify potential gaps you can fill.
- **Accessibility:** How can you best reach and engage this segment? Consider suitable marketing channels and outreach strategies.
- **Fit with Your Club:** Evaluate how well this segment aligns with your club's resources, coaching expertise, and core values. Can you effectively cater to their needs?

### Step 5: Choose Your Target Segments (Purple)

Based on your analysis, select 1-2 target segments that best align with your club's capabilities and strategic goals. These segments will be the focus of your marketing efforts.

### Step 6: Develop Targeted Strategies (Orange)

Now that you understand your target segments, create communication strategies specifically tailored to each group:

- **Messaging:** Craft messages that resonate with each segment's unique needs and motivations. Highlight how your club addresses their specific pain points and fulfills their desires.
- **Marketing Channels:** Choose the most effective channels to reach each segment. Consider social media platforms frequented by your target audience, local events you can participate in, or targeted flyers distributed strategically.
- **Membership Packages:** Develop membership packages catering to specific needs. For example, offer beginner programs, competitive training options, or family memberships.
- **Value Proposition:** Clearly articulate the unique value your club offers to each target segment. What sets you apart from other clubs, and why should they choose you?

#### **Remember:**

- Market segmentation is an ongoing process. Regularly revisit and refine your analysis as your club evolves and the sporting landscape changes.
- Gather feedback from members through surveys or focus groups. Gaining deeper insights into their needs and experiences allows you to continuously improve your targeting strategies.

#### **Bonus Tip:**

- Use online tools and resources from local sports associations. These can provide valuable demographic data and insights into the surrounding community, helping you tailor your outreach efforts.

By following these steps and engaging in open discussions with your team, you'll be well on your way to pinpointing your target audience. With a clear understanding of who you're trying to reach, you can develop effective marketing strategies that resonate with potential members, ultimately attracting new faces to your club and fostering a thriving sports community.

### **[Download the tool](#)**

## The Market Segmentation & Analysis Tool Template

Section 1: Reflect on Your Club	
<b>Sport &amp; Target Age Group(s)</b>	What sport(s) does your club offer? What age groups do you currently serve (e.g., youth, adults)?
<b>Location &amp; Facilities</b>	Where is your club located? What facilities do you offer (e.g., fields, courts, gym)?
<b>Current Membership</b>	Describe your current member base (age range, skill levels, motivations for joining).
Section 2: Identify Potential Market Segments	
Consider potential market segments: groups with similar characteristics and sports interests. Here are some prompts to get you started:	
<b>Age Groups</b>	Can you expand your offerings to younger or older age groups?
<b>Skill Levels</b>	Do you cater to beginners, recreational players, or those seeking competitive development?
<b>Location &amp; Accessibility</b>	Are there untapped areas in your community you could reach?
<b>Interests &amp; Motivations</b>	What are common reasons people join sports clubs in your area (exercise, social interaction, competition)?
Section 3: Analyse Each Segment	
For each identified segment, analyse the following:	
<b>Size</b>	How large is this potential market segment?
<b>Needs &amp; Motivations</b>	What are their specific needs and motivations for joining a sports club?
<b>Competition</b>	Are there other clubs targeting this segment?
<b>Accessibility</b>	How can you best reach and engage this segment?
<b>Fit with Your Club</b>	How well does this segment align with your club's resources and values?

<b>Section 4: Choose Your Target Segments</b>	
Based on your analysis, choose 1-2 target segments that best align with your club's resources, values, and strategic goals.	
Write Down your target segments	
<b>Section 5: Develop Targeted Strategies</b>	
Create communication strategies specifically tailored to your target segments:	
<b>Messaging</b>	Craft messages that resonate with each segment's needs and motivations.
<b>Marketing Channels</b>	Choose the most effective channels to reach each segment (e.g., social media, local events, flyers).
<b>Membership Packages</b>	Consider developing membership packages that cater to specific needs (e.g., beginner programs, competitive training).
<b>Value Proposition</b>	Clearly articulate the unique value your club offers to each target segment.
<b>Remember:</b> Market segmentation is an ongoing process. Revisit and refine your analysis as your club evolves. Regularly gather feedback from members to gain deeper insights into their needs and experiences.	
<b>Bonus Tip:</b> Use online tools and local sports associations for demographic data and insights into your surrounding community.	

## Completed Example

Rijeka Dolphins Football Club	
<b>Section 1: Reflect on Your Club</b>	
<b>Sport &amp; Target Age Group(s)</b>	Football for youth players aged 6-18.
<b>Location &amp; Facilities</b>	Located in Rijeka with access to outdoor fields.
<b>Current Membership</b>	Approximately 50 players, primarily boys aged 10-14. Most have some prior experience but are at a recreational skill level. They enjoy the social aspects of team sports and friendly competition.
<b>Section 2: Identify Potential Market Segments</b>	
<p><b>1. Younger Age Group:</b> Could we offer a fun introductory program for children aged 5-7 to cultivate early interest in football?</p> <p><b>2. Girls Football:</b> Is there interest in a separate girls' team or co-ed options to cater to a wider audience?</p> <p><b>3. Older Age Group:</b> Could we establish a team for teenagers aged 15-18, offering a more competitive environment for those seeking a challenge?</p>	
<b>Section 3: Analyse Each Segment</b>	
<b>Segment 1: Younger Age Group (5-7 years old)</b>	
<b>Size</b>	Based on local demographics, this segment could be quite sizeable.
<b>Needs &amp; Motivations</b>	Introduce basic football skills in a fun and engaging environment, fostering social interaction and teamwork.
<b>Competition</b>	Limited organized options for this age group in the immediate area.
<b>Accessibility</b>	Offer after-school programs or weekend sessions at convenient times for parents.
<b>Fit with Your Club</b>	We have enthusiastic coaches experienced in working with young children and creating a positive learning atmosphere.

<b>Segment 2: Girls Football (All Ages)</b>	
<b>Size</b>	Growing interest in girls' football, but currently limited participation in our club.
<b>Needs &amp; Motivations</b>	A safe and supportive environment for girls to learn and play football, fostering confidence and teamwork.
<b>Competition</b>	Other clubs in the city offer girls' programs, but there might be room for additional options.
<b>Accessibility</b>	Offer female coaches or coaches experienced in working with girls' teams. Promote the program through local schools and girls' sports initiatives.
<b>Fit with Your Club</b>	Our club values inclusivity and would benefit from a more diverse membership. We can adapt our coaching approach to cater to girls' football.
<b>Segment 3: Older Age Group (15-18 years old)</b>	
<b>Size</b>	Potentially good based on local demographics, but competition might be high.
<b>Needs &amp; Motivations</b>	Players seeking a more competitive environment to develop their skills and potentially compete in leagues.
<b>Competition</b>	Several clubs in the city cater to this age group with competitive teams.
<b>Accessibility</b>	Hold open tryouts to assess skill level and offer training programs at a higher intensity.
<b>Fit with Your Club</b>	We have qualified coaches experienced in competitive football, but additional resources might be required.
<b>Section 4: Choose Your Target Segments</b>	
Based on our analysis, we will focus on targeting two segments:	
<p><b>Younger Age Group (5-7 years old):</b> This segment offers a significant growth opportunity and aligns well with our core values of inclusivity and fostering a love for the sport from a young age.</p> <p><b>Girls Football (All Ages):</b> Expanding to girls' football allows us to tap into a growing market segment and promote inclusivity within the club.</p>	

<b>Section 5: Develop Targeted Strategies</b>	
<b>Younger Age Group (5-7 years old)</b>	
<b>Messaging</b>	Fun & learning! Develop basic football skills in a playful environment where everyone feels welcome.
<b>Marketing Channels</b>	Partner with local kindergartens or primary schools to promote the program. Use social media platforms popular with parents.
<b>Membership Packages</b>	Offer a short introductory program at a low cost to encourage participation.
<b>Value Proposition</b>	First introduction to football in a fun and inclusive environment, building confidence and social skills.
<b>Girls Football (All Ages)</b>	
<b>Messaging</b>	Empowerment & teamwork! Learn and play football in a supportive environment for girls of all skill levels.
<b>Marketing Channels</b>	Partner with girls' sports organizations and promote the program through local schools. Use social media platforms to showcase female football players and coaches.
<b>Membership Packages</b>	Offer flexible membership options catering to casual or more committed players.
<b>Value Proposition</b>	Develop football skills, build confidence, and be part of a supportive team specifically for girls.

## Competitive Analysis Tool for Grassroots Sports Clubs

This interactive tool empowers European grassroots sports clubs to gain a strategic edge. By understanding the competitive landscape, clubs can identify their unique strengths, potential weaknesses, and opportunities to attract new members and thrive within the local sports community.

The tool functions as a collaborative exercise, guiding club staff (coaches, volunteers, board members) through a series of steps to analyse their competitors. Through open discussions and brainstorming sessions, clubs can:

- Identify both direct and indirect competitors vying for the attention of their target audience.
- Analyse each competitor's offerings, strengths, weaknesses, marketing strategies, and pricing structures.
- Pinpoint their club's unique selling points and competitive advantages based on coaching expertise, facilities, club culture, community involvement, and pricing models.
- Develop targeted communication strategies that highlight their strengths and differentiate them from the competition.
- Prepare plans to address any weaknesses identified through the analysis.
- Consider strategic partnerships with other sports organizations or local businesses for mutual benefit.

By using competitive analysis, clubs gain valuable insights into their position within the local sports scene. This allows them to develop targeted marketing strategies that resonate with potential members and ensure the club stands out from the crowd. Consequently, this results in attracting new players, fostering a vibrant club atmosphere, and achieving sustainable growth.

### How to Use the Tool

#### Step 1: Assemble Your Team

Gather a passionate group of staff members (coaches, volunteers, board members) for a collaborative brainstorming session. Diverse perspectives are key to uncovering valuable insights about your competitive environment.

#### Step 2: Identify Your Competitors (Blue)

- **Direct Competitors:** List all other clubs in your area offering the same sport(s) and targeting similar age groups. Consider factors like location, facilities offered, and age ranges served.



- **Indirect Competitors:** Think beyond direct competition. Identify alternative activities that might compete for your target audience's time and interest. This could include dance classes, music programs, or even other sports offered at different times or locations.

### Step 3: Analyse Each Competitor (Red)

For each identified competitor, delve deeper with a focused analysis:

- **Offerings:** What sports, facilities, and programs do they offer? Do they cater to specific skill levels or cater to particular interests (e.g., recreational play, competitive training)?
- **Strengths & Weaknesses:** Analyse their perceived strengths and potential weaknesses. Consider factors like:
  - **Strengths:** Experienced coaches, impressive facilities, strong reputation for player development, active social media presence.
  - **Weaknesses:** Limited coaching experience, outdated facilities, high costs, lack of communication with potential members.
- **Marketing & Communication:** How do they market themselves? Analyse their website, social media presence, and any other marketing materials used to attract members. Identify both strengths (e.g., engaging content, clear communication) and weaknesses (limited online presence, outdated website).
- **Pricing & Membership Options:** Research their membership fees and registration costs. Do they offer flexible options (e.g., monthly payments, family discounts)?

### Step 4: Identify Your Competitive Advantage (Green)

Based on the competitor analysis, brainstorm your club's unique strengths and competitive advantages. These are the factors that set you apart from the competition and make your club the ideal choice for potential members. Consider these aspects:

- **Coaching Expertise:** Do you have experienced and passionate coaches with a proven track record of success?
- **Facilities & Resources:** Do you offer unique facilities, specialized equipment, or access to training opportunities not available elsewhere?
- **Club Culture & Values:** What is your club's atmosphere like? Do you emphasize fun and inclusivity, a strong sense of community, or a focus on competitive development?
- **Community Involvement:** Are you actively involved in local events, volunteering initiatives, or social causes that resonate with your target audience?
- **Pricing & Value Proposition:** Do you offer competitive pricing structures or unique membership packages that cater to specific needs (e.g., pay-as-you-go options, sibling discounts)?

### Step 5: Develop Competitive Strategies (Purple)

Now that you have a clear understanding of your competitive landscape, use your unique advantages to develop effective strategies that will help your club stand out:

- **Highlight Your Strengths:** Clearly communicate your club's unique selling points and competitive advantages in your marketing materials (website, social media, flyers). Showcase what makes your club special and why potential members should choose you.
- **Address Weaknesses:** Identify areas for improvement within your club. Develop plans to address any potential weaknesses revealed through the analysis. For example, if your website is outdated, consider refreshing its design and updating content.
- **Targeted Communication:** Tailor your communication to differentiate yourself from competitors. Focus on what makes your club special and craft messaging that resonates with your target audience.
- **Collaboration:** Consider strategic partnerships with other sports organisations or local businesses for mutual benefit. Collaborations can expand your reach and attract new members who might not have otherwise considered your club.

#### **Remember:**

- Competitive analysis is an ongoing process. Revisit your analysis regularly, especially as your club evolves and the sporting landscape changes.
- Focus on continuous improvement. Strive to offer the best possible experience for your members and attract new ones by refining your offerings and highlighting your unique value proposition.

#### **Bonus Tip:**

- Use online resources and local sports associations to gather information about other clubs in your area. Many sports associations maintain online directories of member clubs. Additionally, local sports news outlets might feature articles or reviews of local clubs, providing valuable insights.

By following these steps and engaging in open discussions with your team, you'll be well on your way to pinpointing your target audience. With a clear understanding of who you're trying to reach, you can develop effective marketing strategies that resonate with potential members, ultimately attracting new faces to your club and promoting a thriving sports community.

## **[Download the tool](#)**

## The Competitive Analysis Tool

<b>Section 1: Identify Your Competitors</b>	
<b>Direct Competitors</b>	List other clubs in your area offering the same sport(s) and targeting similar age groups.
<b>Indirect Competitors</b>	Consider alternative activities that might compete for your target audience's time and interest (e.g., dance classes, music programs, other sports).
<b>Section 2: Analyse Each Competitor</b>	
For each identified competitor, analyse the following:	
<b>Offerings</b>	What sports, facilities, and programs do they offer? Do they cater to specific skill levels or interests?
<b>Strengths &amp; Weaknesses</b>	What are their perceived strengths (e.g., experienced coaches, impressive facilities) and potential weaknesses (e.g., limited age groups, high costs)?
<b>Marketing &amp; Communication</b>	How do they market themselves? What are their strengths and weaknesses in communication strategies?
<b>Pricing &amp; Membership Options</b>	What are their membership fees and registration costs? Do they offer flexible options?
<b>Section 3: Identify Your Competitive Advantage</b>	
Based on your analysis, identify your club's unique strengths and competitive advantages. What sets you apart from the competition? Consider factors like:	
<b>Coaching Expertise</b>	Do you have experienced and passionate coaches?
<b>Facilities &amp; Resources</b>	Do you offer unique facilities or specialised equipment?
<b>Club Culture &amp; Values</b>	What is your club's atmosphere like? Do you emphasize fun, competition, or a combination of both?
<b>Community Involvement</b>	Are you actively involved in local events and social causes?
<b>Pricing &amp; Value Proposition</b>	Do you offer competitive pricing or unique membership packages?

<b>Section 4: Develop Competitive Strategies</b>	
Now that you understand your competitive landscape, use your advantages to develop effective strategies:	
<b>Highlight Your Strengths</b>	Clearly communicate your unique selling points and competitive advantages in your marketing materials.
<b>Address Weaknesses</b>	Identify areas for improvement and develop strategies to address any potential weaknesses.
<b>Targeted Communication</b>	Tailor your communication to differentiate yourself from competitors. Showcase what makes your club special.
<b>Collaboration</b>	Consider strategic partnerships with other sports organizations or local businesses for mutual benefit.
<b>Remember:</b> Competitive analysis is an ongoing process. Regularly revisit your analysis as your club and the sporting landscape evolve. Focus on continuous improvement. Strive to offer the best possible experience for your members and attract new ones through your unique strengths.	
<b>Bonus Tip:</b> Use online resources and local sports associations to gather information about other clubs in your area.	

### Completed Example

<b>Dresden Riverside Volleyball Club</b>	
<b>Section 1: Identify Your Competitors</b>	
<b>Direct Competitors</b>	<p><b>Leipzig City Volleyball Club (LCVC):</b> Established club with competitive youth and adult teams participating in regional leagues.</p> <p><b>SC Elbe (SCE):</b> Offers co-ed recreational volleyball programs for adults of all skill levels.</p>
<b>Indirect Competitors</b>	Various local sports clubs offering other team sports like handball or football, attracting athletes seeking team activities. Fitness centers with volleyball courts offering recreational drop-in sessions.

<b>Section 2: Analyse Each Competitor</b>	
<b>Competitor: Leipzig City Volleyball Club (LCVC)</b>	
<b>Offerings</b>	Comprehensive programs for U14 to adult age groups, with teams competing at different levels.
<b>Strengths &amp; Weaknesses</b>	<p><b>S:</b> Experienced coaching staff focused on competitive development, strong track record in regional competitions.</p> <p><b>W:</b> Limited options for beginners with no prior volleyball experience, potentially high-pressure environment for recreational players.</p>
<b>Marketing &amp; Communication</b>	Strong online presence, active social media showcasing team achievements and upcoming tryouts.
<b>Pricing &amp; Membership Options</b>	Membership fees reflect a focus on competitive training, potentially less attractive for casual players.
<b>Competitor: SC Elbe (SCE)</b>	
<b>Offerings</b>	Co-ed recreational volleyball programs for adults, with an emphasis on fun and social interaction.
<b>Strengths &amp; Weaknesses</b>	<p><b>S:</b> Welcoming atmosphere for players of all abilities, social events alongside volleyball activities.</p> <p><b>W:</b> Limited opportunities for players seeking skill development or competitive play, no dedicated coaching for improvement.</p>
<b>Marketing &amp; Communication</b>	Limited online presence, promotion mainly through word-of-mouth and local community flyers.
<b>Pricing &amp; Membership Options</b>	Affordable membership fees with flexible options (drop-in sessions or monthly payments).
<b>Section 3: Identify Your Competitive Advantage</b>	
Dresden Riverside Volleyball Club offers a program tailored to a broader range of interests:	
<b>Coaching Expertise</b>	Qualified coaches with experience in both competitive and recreational settings.
<b>Facilities &amp; Resources</b>	Access to multiple indoor courts with a dedicated training space.
<b>Club Culture &amp; Values</b>	Promote a positive and inclusive environment that fosters teamwork and enjoyment of the game

<b>Community Involvement</b>	Organize introductory volleyball clinics for teenagers and adults in local parks.
<b>Pricing &amp; Value Proposition</b>	Tiered membership options catering to both competitive players seeking focused training and recreational players looking for a fun workout.
<b>Section 4: Develop Competitive Strategies</b>	
<b>Highlight Your Strengths</b>	Showcase the flexibility and inclusivity of your program, catering to both recreational and competitive players, in all marketing materials (website, social media).
<b>Address Weaknesses</b>	Develop a stronger online presence by creating engaging social media content showcasing the fun and supportive atmosphere at Dresden Riverside VC.
<b>Targeted Communication</b>	Craft messaging that appeals to a wider audience. Use content that targets both athletes seeking to improve their skills and those looking for a social and active way to stay fit.
<b>Collaboration</b>	Explore potential partnerships with local schools or businesses to offer introductory volleyball workshops, expanding outreach and attracting new members, particularly beginners.

## The Marketing Communication Tool for Grassroots Sports Clubs

This interactive tool empowers European grassroots sports clubs to make impactful marketing communication strategies. By understanding their target audience and using the right channels, clubs can effectively connect with potential members, generate excitement, and achieve sustainable growth.

The tool functions as a collaborative exercise, guiding club staff (coaches, volunteers, board members) through a series of steps to develop a communication plan:

1. **Define Your Target Audience:** Identify the ideal members you want to attract, considering demographics, interests, and motivations.
2. **Develop Your Messaging:** Develop clear, concise messages that resonate with your target audience and highlight the benefits of joining your club.
3. **Choose Communication Channels:** Select a mix of online (social media, website, email marketing) and offline channels (flyers, local events) to reach your audience effectively.
4. **Create Compelling Content:** Develop engaging content (text-based, visual, user-generated) to capture attention and convey your message.
5. **Maintain Consistent Communication:** Plan a communication calendar, actively respond to inquiries, and track the performance of your efforts to ensure ongoing engagement.

By using this tool, clubs can move beyond generic communication tactics. They can tailor their message to resonate with specific audiences, fostering a sense of community, and attracting new members who share the club's passion for sports. Consequently, this results in a vibrant club atmosphere and a secure foundation for sustainable growth within the local sports landscape.

### How to Use the Tool

#### Step 1: Download & Open

- Save the Excel file titled "The Marketing Communication Tool for Grassroots Sports Clubs" to your computer.
- Open the downloaded file in Excel.

#### Step 2: Assemble Your Team

Gather a passionate group of staff members (coaches, volunteers, board members) for a collaborative brainstorming session. Diverse perspectives are key to developing engaging communication strategies that resonate with your target audience.

### Step 3: Define Your Target Audience (Blue)

Before developing any messages, get clear on who you're trying to reach.

- **Review Market Segmentation (Optional):** If you've previously conducted a market segmentation analysis (see previous tool!), revisit those findings to inform your target audience definition.
- **Identify Your Ideal Member:** Who are you hoping to attract to your club? Consider demographics (age, location), interests (competitive play, social interaction, specific sports skills), and motivations (fun, fitness, team spirit).

### Step 4: Develop Your Messaging (Red)

Now that you know who you're talking to, develop messages that will capture their attention and speak directly to their needs:

- **Focus on Benefits:** Don't just describe your club; highlight how it benefits potential members. For example, instead of simply saying "We offer youth football programs," emphasize the benefits like "Develop teamwork skills, build confidence, and have fun playing a great sport!"
- **Keep it Clear & Concise:** People are bombarded with messages daily. Use clear, concise language that is easy to understand.
- **Storytelling is Powerful:** Consider incorporating storytelling elements into your communication. Showcase the positive experiences your club offers through member testimonials, success stories, or even game day highlights.

### Step 5: Choose Your Communication Channels (Green)

With your target audience and messaging in mind, select the most effective channels to reach them:

- **Online Channels:**
  - **Social Media:** Use platforms frequented by your target audience (e.g., Facebook for parents, Instagram for teenagers). Share engaging content, highlights from practices/games, and interact with followers.
  - **Club Website:** This is your digital hub! Ensure your website is user-friendly with clear information about your club, programs, and registration process. Consider including a blog with informative articles or player profiles.
  - **Email Marketing:** Build an email list and send regular newsletters with club updates, event promotions, or special offers.
- **Offline Channels:**
  - **Flyers & Posters:** Distribute flyers and posters in strategic locations frequented by your target audience (e.g., schools, community centers, sporting goods stores).



- **Local Events:** Consider sponsoring local events or participate in community fairs to raise awareness about your club.
- **School & Community Outreach:** Partner with local schools or community organisations to offer introductory sports clinics or workshops.

### Step 6: Create Compelling Content (Purple)

People are drawn to engaging content. Develop a variety of content formats to keep your audience interested:

- **Text-based Content:** Develop informative website copy, blog posts about the sport, or social media updates promoting upcoming events.
- **Visual Content:** Use high-quality photos and videos showcasing your club, players in action, or coaches interacting with members. Consider creating infographics to highlight key information.
- **User-generated Content:** Encourage members to share their experiences by posting photos or testimonials on your social media platforms. This fosters a sense of community and authenticity.

### Step 7: Maintain Consistent Communication (Orange)

Effective communication is an ongoing process. Here's how to ensure consistent engagement:

- **Develop a Communication Calendar:** Plan your communication efforts in advance. Schedule regular social media posts, email blasts, or blog updates to maintain visibility and keep your audience informed.
- **Respond & Interact:** Actively respond to comments and messages on social media or emails. Showcasing responsiveness fosters a sense of community and demonstrates your commitment to potential members.
- **Track & Analyse:** Monitor the performance of your communication efforts across different channels. Analyse what resonates with your audience and adapt your strategies based on the data.

### Remember:

- **Two-way Street:** Communication is a two-way street. Encourage interaction with your audience, listen to their feedback, and address their concerns.
- **Authenticity Matters:** Let your club's personality shine through in your communication. People connect with genuine and passionate voices.
- **Building a Brand Takes Time:** Be patient and consistent with your communication efforts. Building brand awareness and attracting new members is a gradual process.

**Bonus Tip:** Use Free & Low-Cost Resources

Budgetary constraints are a common reality for grassroots sports clubs. Here are some free and low-cost resources to maximize your marketing communication impact:

- **Free Design Tools:** Canva, Piktochart, and Fotor offer user-friendly templates for creating visually appealing social media graphics, flyers, or posters.
- **Social Media Management Tools:** Platforms like Hootsuite or Buffer allow you to schedule social media posts in advance, saving you time and effort. Free plans with limited features are often available.
- **Content Curation Tools:** Use tools like Feedly or Buzzsumo to discover and share relevant sports news or inspirational content from reputable sources, saving you time on content creation.
- **Free Online Courses:** Several platforms offer free online courses on digital marketing basics, social media management, or content creation. Empower your staff with valuable marketing skills.
- **Collaboration is Key:** Partner with other local sports clubs or community organizations for cross-promotion opportunities. This expands your reach without a significant financial investment.

By following these steps and using available resources, you can develop a powerful marketing communication strategy for your grassroots sports club. Remember, consistent effort, clear messaging, and a focus on audience engagement will pave the way for attracting new members, achieving your growth goals, and promoting a thriving sports community.

[Download the tool](#)

**The Marketing Communication Tool Template**

<b>Section 1: Define Your Target Audience</b>
Review any previous market segmentation analysis you may have conducted.
Who are you trying to reach with your communication efforts? (e.g., parents of young children, teenagers seeking competitive play, adults looking for a social activity)
Consider the demographics, interests, and motivations of your target audience.
<b>Section 2: Develop Your Messaging</b>
Develop clear, concise messages that resonate with your target audience.

Highlight the benefits of joining your club and how it addresses their specific needs and desires.

Consider using storytelling and showcasing the positive experiences your club offers.

### Section 3: Choose Your Communication Channels

Identify the most effective channels to reach your target audience.

Consider a mix of online and offline channels:

**Online:** Social media platforms, club website, online advertising, email marketing.

**Offline:** Flyers, posters, local events sponsorships, community outreach programs.

Use free and low-cost options alongside any paid advertising strategies.

### Section 4: Create Compelling Content

Develop engaging content that captures attention and conveys your message effectively.

Use various content formats:

Text-based content (website copy, blog posts, social media updates)

Visual content (photos, videos, infographics)

User-generated content (testimonials from members, photos from club events)

### Section 5: Maintain Consistent Communication

Develop a communication calendar to ensure regular engagement with your target audience.

Respond to comments and messages promptly to foster a sense of community.

Track the performance of your communication efforts and adjust your strategies as needed.

#### Remember:

Effective communication is a two-way street. Encourage interaction with your audience and listen to their feedback.

Authenticity is key. Let your club's personality shine through in your communication.

Be patient. Building brand awareness and attracting new members takes time and consistent effort.

**Bonus Tip:** Use free online tools and resources to create compelling content and manage your social media presence.

## Completed Example

### Academia Sánchez Taekwondo (Málaga, Spain)

#### Section 1: Define Your Target Audience

**Primary Audience:** Parents of children aged 6-12 interested in extracurricular activities for their children.

Specific interests include:

- Building physical fitness and coordination.
- Developing self-discipline and focus.
- Learning self-defense skills in a safe environment.
- Promoting a sense of community and belonging.

**Secondary Audience:** Adults seeking a challenging and rewarding fitness activity.

Specific interests include:

- Improving overall fitness and flexibility.
- Learning self-defense techniques for practical application or personal empowerment.
- Training in a supportive and motivating environment.

#### Section 2: Develop Your Messaging

##### For Parents:

**Headline:** Build Confidence & Discipline Through Taekwondo!

**Body Text:** Is your child full of energy? Academia Sánchez Taekwondo provides a fun and safe environment where children can develop essential life skills like focus, respect, and self-defense. Our experienced instructors guide them on their journey to becoming strong, confident individuals.

##### For Adults:

**Headline:** Discover Your Inner Strength with Taekwondo!

**Body Text:** Looking for a dynamic workout that challenges both your body and mind? Academia Sánchez Taekwondo offers adult classes designed to improve fitness, build self-defense skills, and boost self-confidence in a supportive and motivating group setting.

### Section 3: Choose Your Communication Channels

Identify the most effective channels to reach your target audience.

Consider a mix of online and offline channels:

**Online:** Social media platforms, club website, online advertising, email marketing.

**Offline:** Flyers, posters, local events sponsorships, community outreach programs.

Use free and low-cost options alongside any paid advertising strategies.

### Section 4: Create Compelling Content

#### Online Channels:

**Social Media:** Create engaging Facebook and Instagram accounts showcasing student progress, instructor profiles, and class highlights. Use targeted advertising options to reach parents or adults in your local area.

**Website:** Develop a user-friendly website with clear information about class schedules, pricing, and the benefits of taekwondo training. Include a blog section with informative articles about self-defense tips, taekwondo history, or student success stories.

**Email Marketing:** Build an email list and send regular newsletters with upcoming events, promotions, or inspirational content related to taekwondo.

#### Offline Channels:

**Flyers & Posters:** Distribute flyers and posters in strategic locations like schools, community centers, and sports shops. Highlight introductory offers or upcoming taster sessions.

**Local Events:** Participate in community fairs or sporting events to showcase taekwondo demonstrations and answer questions from potential students.

**School & Community Collaboration:** Partner with local schools to offer introductory taekwondo workshops or after-school programs.

### Section 5: Maintain Consistent Communication

**Developed a Communication Calendar:** Planned social media posts, email blasts, or blog updates in advance to ensure consistent engagement with the target audience.

**Actively Responded & Engaged:** Responded promptly to comments and messages on social media or emails. Hosted interactive polls or Q&A sessions to encourage audience participation.

**Tracked & Analysed Results:** Monitored the performance of communication efforts across different channels. Used website analytics tools to see what content resonated most and adapted strategies accordingly.

## The Fundraising Assessment Tool for Grassroots Sports Clubs

This interactive tool empowers European grassroots sports clubs to develop strategic fundraising plans. By taking stock of their current financial situation, exploring diverse fundraising options, and building a dedicated team, clubs can secure the resources needed to achieve their goals and elevate their programs.

The tool functions as a collaborative exercise, guiding club staff through a series of steps to develop a fundraising strategy:

1. **Evaluate Your Current Situation:** Assess your club's financial health, identify your fundraising needs, and research potential donors in your community.
2. **Explore Fundraising Options:** Consider traditional approaches like membership fees, fundraising events, and grant applications, alongside innovative strategies like crowdfunding, corporate sponsorships, and cause-related marketing campaigns.
3. **Develop a Fundraising Plan:** Prioritise your needs, match specific fundraising options to address each need, and set realistic goals for each initiative.
4. **Build Your Fundraising Team:** Identify volunteers with relevant skills, delegate tasks and responsibilities, and maintain open communication within the team.
5. **Track Your Progress & Adapt:** Monitor the performance of your fundraising efforts, celebrate successes, and be prepared to adapt your approach based on ongoing analysis.

This tool empowers clubs to move beyond sporadic fundraising efforts. By developing a well-defined plan and leveraging various fundraising avenues, clubs can secure sustainable funding to improve facilities, offer scholarships, attract new members, and ultimately achieve their vision for a thriving sports community.

### How to Use the Tool

#### Step 1: Download & Open

- Save the Excel file titled "The Fundraising Assessment Tool for Grassroots Sports Clubs" to your computer.
- Open the downloaded file in Excel.

#### Step 2: Assemble Your Team

Gather a passionate group of staff members (coaches, volunteers, board members) with diverse perspectives. Their combined knowledge and skills will be instrumental in crafting a successful fundraising strategy.

### Step 3: Evaluate Your Current Situation (Blue)

- **Financial Snapshot:** Get a clear picture of your club's financial health. Review your budget, identify your main expenses, and assess any existing fundraising efforts
- **Needs Assessment:** Outline the resources required to achieve your club's goals. This might include new equipment, facility upgrades, scholarships for athletes, or additional coaching staff
- **Donor Landscape:** Research potential donors in your community. Consider local businesses, philanthropic organisations, or individuals passionate about your sport.

### Step 4: Explore Fundraising Options (Red)

#### Traditional Approaches:

- **Membership Fees:** Review your membership fee structure. Could you introduce tiers with additional benefits to incentivize higher contributions?
- **Fundraising Events:** Organise events like tournaments, galas, or raffles to generate income and engage the community.
- **Grant Applications:** Research grant opportunities offered by sports organisations, government bodies, or local foundations aligned with your club's mission.

#### Innovative Strategies:

- **Crowdfunding Platforms:** Launch online campaigns to raise funds from a large pool of potential donors.
- **Corporate Sponsorships:** Partner with local businesses for financial support in exchange for brand exposure through your club channels.
- **Cause-Related Marketing:** Collaborate with local businesses, offering a portion of their sales to support your club.

### Step 5: Develop a Fundraising Plan (Green)

- **Prioritise Needs:** Rank your fundraising needs based on urgency and potential impact. Addressing critical needs first ensures a strong foundation for future growth.
- **Match Needs with Options:** Allocate different fundraising strategies to address your prioritised needs.
  - Consider aligning events with specific needs (e.g., a charity tournament raising funds for new equipment).
  - Tailor grant applications to the criteria of specific grant programs.
- **Set Realistic Goals:** Establish achievable fundraising goals for each chosen strategy. Be mindful of the time and resources required for each initiative.

## Step 6: Build Your Fundraising Team (Purple)

- **Identify Skilled Individuals:** Seek volunteers with expertise in event planning, marketing, grant writing, or accounting.
- **Delegate Responsibilities:** Assign clear tasks and responsibilities based on each volunteer's skills and interests.
- **Communication is Key:** Maintain open communication within your team and ensure everyone is aligned with the plan. Regular meetings foster collaboration and keep everyone motivated.

## Step 7: Track Your Progress & Adapt (Orange)

- **Monitor & Analyse:** Track the performance of your fundraising activities. See what resonates with donors and identify areas for improvement.
- **Celebrate Successes:** Acknowledge your team's achievements in reaching milestones or exceeding goals. Publicly recognise major donors and sponsors to show appreciation.
- **Be Flexible & Adapt:** If certain strategies aren't meeting expectations, be prepared to adapt your approach. Explore alternative options and refine your plan based on what works best for your club and community.

### Remember:

- **Transparency Matters:** Be transparent about how you use donations and demonstrate the impact of your club on the community.
- **Donor Appreciation:** Show gratitude to your donors through personalised thank you notes or public recognition. Building strong relationships is key to long-term fundraising success.
- **Continuous Process:** Fundraising is an ongoing process. By regularly evaluating your efforts and adapting your strategies, you can ensure a sustainable funding stream for your club.

### Bonus Tip:

Use online resources and fundraising toolkits offered by sports associations or non-profit organisations for additional guidance and support. Many resources are available specifically for European grassroots sports clubs.

By following these steps and using the Fundraising Assessment Tool, you can develop a data-driven and comprehensive fundraising plan for your grassroots sports club. Remember, with dedication, collaboration, and a commitment to continuous improvement, you can secure the resources needed to propel your club forward and create a thriving environment for athletes in your community.

## [Download the tool](#)



## The Fundraising Assessment Tool Template

<b>Section 1: Evaluate Your Current Situation</b>	
<b>Review Your Budget</b>	Analyse your club's current financial situation. What are your main expenses? Do you have any existing fundraising efforts?
<b>Identify Your Needs</b>	Outline the resources you need to achieve your club's goals. These needs might include equipment upgrades, facility improvements, scholarship programs, or additional coaching staff.
<b>Donor Landscape</b>	Research potential donors in your community. Consider local businesses, philanthropic organizations, or individuals passionate about your sport.
<b>Section 2: Explore Fundraising Options</b>	
<b>Traditional Fundraising</b>	
<b>Membership Fees</b>	Review and adjust membership fees if needed, offering tiered options for different levels of commitment.
<b>Fundraising Events</b>	Organise events like tournaments, charity galas, or raffles to generate income and community engagement.
<b>Grant Applications</b>	Research grant opportunities offered by sports organisations, government bodies, local foundations or EU funding programmes like Erasmus+ aligned with your club's mission.
<b>Innovative Fundraising Approaches</b>	
<b>Crowdfunding Platforms</b>	Use online platforms to raise funds from a large pool of potential donors.
<b>Corporate Sponsorships</b>	Partner with local businesses for financial support in exchange for brand exposure through your club channels.
<b>Cause-Related Marketing</b>	Collaborate with local businesses offering a portion of their sales to support your club.
<b>Section 3: Develop a Fundraising Plan</b>	
<b>Prioritise Your Needs</b>	Rank your fundraising needs based on urgency and potential impact.
<b>Match Needs with Options</b>	Allocate different fundraising strategies to address your prioritised needs. <ul style="list-style-type: none"> <li>- Consider aligning fundraising events with specific needs.</li> <li>- Tailor grant applications to specific grant programs' criteria.</li> </ul>

<b>Set Realistic Goals</b>	Establish achievable fundraising goals for each chosen strategy.
<b>Section 4: Build Your Fundraising Team</b>	
<b>Identify Skilled Individuals</b>	Seek volunteers with expertise in areas like event planning, marketing, or grant writing.
<b>Delegate Responsibilities</b>	Assign clear tasks and responsibilities to team members based on their skills and interests.
<b>Communication &amp; Collaboration</b>	Maintain open communication within your fundraising team and ensure everyone is aligned with the plan.
<b>Section 5: Track Your Progress &amp; Adapt</b>	
<b>Monitor Your Efforts</b>	Track the performance of your fundraising activities and analyse what's working well and where adjustments are needed.
<b>Celebrate Successes</b>	Recognise and celebrate your team's achievements to maintain motivation and enthusiasm.
<b>Be Flexible &amp; Adapt</b>	Be prepared to adapt your approach based on the results and changing circumstances.
<p><b>Remember:</b></p> <p><b>Transparency &amp; Accountability:</b> Be transparent about your fundraising efforts and how donations will be used.</p> <p><b>Donor Appreciation:</b> Show appreciation to your donors through personalised thank you notes or public recognition.</p> <p><b>Building Relationships:</b> Building relationships with potential donors is key to long-term fundraising success.</p>	
<p><b>Bonus Tip:</b> Use online resources and fundraising toolkits offered by sports associations or non-profit organizations for additional guidance and support.</p>	

## Completed Example

<b>Circolo Tennis La Vittoria (Rome, Italy)</b>	
<b>Section 1: Evaluate Your Current Situation</b>	
<b>Review Your Budget</b>	Our main expenses include coach salaries, court maintenance, and equipment upkeep. Currently, we rely solely on membership fees to cover these costs.
<b>Identify Your Needs</b>	To improve our facilities and attract new members, we need to: <ul style="list-style-type: none"> <li>- Resurface two outdoor tennis courts.</li> <li>- Purchase new ball machines for practice sessions.</li> <li>- Offer scholarship programs for underprivileged youth interested in tennis.</li> </ul>
<b>Donor Landscape</b>	Potential donors include: <ul style="list-style-type: none"> <li>- Local businesses in our neighborhood.</li> <li>- Wealthy individuals passionate about tennis residing in the area.</li> <li>- Philanthropic organisations supporting youth sports development.</li> </ul>
<b>Section 2: Explore Fundraising Options</b>	
<b>Traditional Fundraising</b>	
<b>Membership Fees</b>	We could introduce a tiered membership structure with a "premium" level offering additional benefits (e.g., court booking priority, discounts on lessons).
<b>Fundraising Events</b>	Organise a charity tennis tournament with sponsorships and an entry fee. Host a social event like a "Pasta Night with the Coaches" where attendees pay for a meal and mingle with coaching staff.
<b>Grant Applications</b>	Research grants offered by the Italian Tennis Federation or local sports authorities supporting facility upgrades and Erasmus+ Sport Programme for youth development programs.
<b>Innovative Fundraising Approaches</b>	
<b>Crowdfunding Platforms</b>	Launch a crowdfunding campaign on a platform like CrowdSpace or Sportfunder specifically for resurfacing the tennis courts, showcasing the positive impact on the club and local community.
<b>Corporate Sponsorships</b>	Partner with local sports apparel brands or equipment manufacturers for financial support in exchange for logo placement on club facilities, uniforms, or event marketing materials.

<b>Cause-Related Marketing</b>	Collaborate with a local restaurant offering a special "Circolo Tennis Night" where a portion of the proceeds goes towards the scholarship program.
<b>Section 3: Develop a Fundraising Plan</b>	
<b>Prioritise Your Needs</b>	<p>Prioritised Needs:</p> <ul style="list-style-type: none"> <li>- Resurfacing Tennis Courts (Most Urgent - Affects playability)</li> <li>- Scholarship Program (High Impact - Expands access to tennis)</li> <li>- New Ball Machines (Improves practice efficiency)</li> </ul>
<b>Match Needs with Options</b>	<p><b>Resurfacing Tennis Courts:</b> Focus on grant applications and a crowdfunding campaign to raise a larger sum. Explore potential corporate sponsorships from construction or materials companies.</p> <p><b>Scholarship Program:</b> Organise fundraising events like the "Pasta Night with the Coaches." Partner with local businesses for cause-related marketing initiatives.</p> <p><b>New Ball Machines:</b> Consider a tiered membership structure with a portion of "premium" fees allocated for equipment upgrades.</p>
<b>Set Realistic Goals</b>	<p><b>Resurfacing Tennis Courts:</b> Aim to raise €20,000 through a combination of grants, crowdfunding, and potential sponsorships.</p> <p><b>Scholarship Program:</b> Target raising €5,000 annually through dedicated fundraising events and cause-related marketing partnerships.</p> <p><b>New Ball Machines:</b> Set a goal of €3,000 through a portion of membership fees specifically allocated for equipment upgrades.</p>
<b>Section 4: Build Your Fundraising Team</b>	
<b>Identify Skilled Individuals</b>	Volunteers specialised in event planning, social media marketing and grant writing are sought.
<b>Delegate Responsibilities</b>	<p>Assign tasks like:</p> <ul style="list-style-type: none"> <li>- Event planning team for the "Pasta Night with the Coaches."</li> <li>- Social media team to manage the crowdfunding campaign and promote fundraising events.</li> <li>- Grant writing team to research and apply for relevant grants.</li> </ul>
<b>Communication &amp; Collaboration</b>	Regular team meetings were planned to discuss progress, share ideas and ensure everyone was aligned with the overall fundraising plan.
<b>Section 5: Track Your Progress &amp; Adapt</b>	

<p><b>Monitor Your Efforts</b></p>	<p>The amount raised through each fundraiser will be tracked and the events analysed. Website analytics will be used for the crowdfunding campaign and social media engagement will be monitored for event promotion.</p>
<p><b>Celebrate Successes</b></p>	<p>The team's achievements will be recognised as they reach milestones or exceed fundraising goals. Major donors and sponsors will be publicly recognised.</p>
<p><b>Be Flexible &amp; Adapt</b></p>	<p>If grant applications are not successful, alternatives such as local fundraising initiatives will be explored. Event formats will be adjusted based on feedback from participants and approaches will be developed based on what resonates with the community.</p>

## The Content Marketing Tool for Grassroots Sports Clubs

The digital age presents a game-changing opportunity for grassroots sports clubs. This Content Marketing Tool empowers you to develop a strategic plan and create engaging content that attracts new members, fosters a thriving community, and propels your club to new heights.

### This Content Marketing Tool equips you with:

- **A Step-by-Step Guide:** A clear roadmap to develop and implement your content marketing strategy.
- **Content Brainstorming Prompts:** Spark your creativity with ideas to create engaging content relevant to your sport and audience.
- **A Content Calendar Template:** Organize your content creation process by planning and scheduling posts across different channels.
- **Data Tracking & Analysis Techniques:** Learn how to monitor content performance and adapt your strategy for maximum impact.

By leveraging this tool and the power of content marketing, your grassroots sports club can cultivate a thriving online presence, connect with your community, and achieve lasting success. It's time to get your club noticed and celebrate the beautiful game!

## How to Use the Tool

### Step 1: Download & Open

- Save the Excel file titled ""The Content Marketing Tool for Grassroots Sports Clubs"" to your computer.
- Open the downloaded file in Excel.

### Step 2: Assemble Your Team

Gather a passionate group of staff members (coaches, volunteers, board members) with diverse skills. Content creation benefits from a variety of perspectives.

### Step 3: Define Your Content Goals (Blue)

- **Identify Your ""Why"":** What are your objectives for content marketing? Do you want to raise brand awareness, attract new members, or drive member engagement?
- **Setting SMART Goals:** Establish Specific, Measurable, Achievable, Relevant, and Time-bound goals to track your progress.

#### Step 4: Identify Your Content Channels (Red)

- **Website:** Your website is your digital hub. Ensure it's user-friendly with clear information and engaging content about your club, programs, and registration process.
- **Social Media:** Choose platforms frequented by your target audience (Facebook, Instagram, YouTube, etc.) and tailor your content accordingly.
- **Email Marketing:** Build an email list and send regular newsletters with valuable content and club updates.

#### Step 5: Brainstorm Content Ideas (Green)

- **Content Variety is Key:** Offer a mix of content formats to cater to different audience preferences. This could include:
- **Informative Articles & Tips:** Share valuable information related to your sport, training techniques, or athlete profiles.
- **Success Stories:** Showcase member achievements, team victories, or inspiring stories of athletes overcoming challenges.
- **Behind-the-Scenes Content:** Offer glimpses into practices, training sessions, or coach interactions to connect with your audience on a deeper level.
- **Community-Focused Content:** Share local sports news, event announcements, or partner with other sports organizations for cross-promotion.
- **Fun & Interactive Content:** Host quizzes, polls, or challenges to keep your audience engaged and entertained.

#### Step 6: Develop a Content Calendar (Purple)

- **Planning is Key:** Create a content calendar to ensure a consistent flow of content across your chosen channels.
- **Schedule Posts:** Use scheduling tools to save time and ensure consistent posting throughout the week.
- **Content Diversity:** Mix up your content formats (text-based posts, visual content, live streams) to cater to different audience preferences.

#### Step 7: Track & Analyse Results (Orange)

- **Monitor Performance:** Track key metrics for each content piece (website traffic, social media engagement, email open rates).
- **Data-Driven Decisions:** Analyse data to see what resonates with your audience and adjust your content strategy based on the results.
- **Continuous Improvement:** Continuously learn from your content marketing efforts and refine your approach to maximize impact.

**Remember:**

- **Quality Over Quantity:** Focus on creating high-quality content that is informative, engaging, and visually appealing.
- **Authenticity Matters:** Let your club's personality shine through in your content. People connect with genuine and passionate voices.
- **Patience & Consistency:** Building an audience and achieving content marketing success takes time and consistent effort.

**Bonus Tip:**

- Use free or low-cost design tools (Canva, Fotor) and social media management platforms (Hootsuite, Buffer) to streamline your content creation process.
- Explore online resources and content marketing toolkits offered by sports organizations or non-profit organizations for additional guidance.

[Download the tool](#)

**The Content Marketing Tool Template**

Section 1: Define Your Content Goals	
<b>Increase Brand Awareness</b>	Reach a wider audience and establish your club as a leader in your local sports scene.
<b>Attract New Members</b>	Create content that appeals to your target audience and highlights the benefits of joining your club.
<b>Drive Member Engagement</b>	Foster a sense of community and keep your existing members informed and motivated.
<b>Boost Fundraising Efforts</b>	Showcase the impact your club has on the community and encourage potential donors to support your cause.
Section 2: Identify Your Content Channels	
Traditional Fundraising	
<b>Website</b>	Your website is your online hub. Ensure it's user-friendly with clear information about your club, programs, and registration process.



<b>Social Media</b>	Use platforms frequented by your target audience (e.g., Facebook, Instagram, YouTube) to share engaging content (photos, videos, stories) and interact with followers.
<b>Email Marketing</b>	Build an email list and send regular newsletters with club updates, event announcements, or inspirational content related to your sport.
<b>Innovative Fundraising Approaches</b>	
<b>Crowdfunding Platforms</b>	Use online platforms to raise funds from a large pool of potential donors.
<b>Corporate Sponsorships</b>	Partner with local businesses for financial support in exchange for brand exposure through your club channels.
<b>Cause-Related Marketing</b>	Collaborate with local businesses offering a portion of their sales to support your club.
<b>Section 3: Brainstorm Content Ideas</b>	
<b>Highlight Success Stories</b>	Showcase member achievements, team victories, or inspirational stories of athletes overcoming challenges.
<b>Behind-the-Scenes Content</b>	Offer glimpses into practices, training sessions, or coach interactions to connect with your audience on a deeper level.
<b>Informative &amp; Educational Content</b>	Provide valuable information about your sport, training tips, or athlete profiles of inspiring figures.
<b>Community-Focused Content</b>	Share local sports news, event announcements, or partner with other local sports organisations for cross-promotion.
<b>Fun &amp; Engaging Content</b>	Use quizzes, polls, or interactive challenges to keep your audience engaged and entertained.
<b>Section 4: Develop a Content Calendar</b>	
<b>Plan in Advance</b>	Create a content calendar to ensure a consistent flow of content across your chosen channels.
<b>Variety is Key</b>	Mix up your content formats (text-based posts, visual content, live streams) to cater to different audience preferences.
<b>Schedule Posts</b>	Use scheduling tools to save time and ensure consistent posting throughout the week.
<b>Section 5: Track &amp; Analyse Results</b>	
<b>Monitor Performance</b>	Track key metrics for each content piece (website traffic, social media engagement, email open rates).

<b>Analyse Data &amp; Adapt</b>	See what resonates with your audience and adjust your content strategy based on the data.
<b>Learn &amp; Improve</b>	Continuously learn from your content marketing efforts and refine your approach to maximise impact.
<p><b>Remember:</b></p> <p><b>Quality Over Quantity:</b> Focus on creating high-quality content that is informative, engaging, and visually appealing.</p> <p><b>Authenticity Matters:</b> Let your club's personality shine through in your content. People connect with genuine and passionate voices.</p> <p><b>Be Patient &amp; Consistent:</b> Building an audience and achieving content marketing success takes time and consistent effort.</p>	
<p><b>Bonus Tip:</b> Use free or low-cost design tools (Canva, Fotor) and social media management platforms (Hootsuite, Buffer) to streamline your content creation process.</p>	

### Completed Example

<b>Athletic Club de Lyon (Lyon, France)</b>	
<b>Section 1: Define Your Content Goals</b>	
<b>Increase Brand Awareness</b>	Position Athletic Club de Lyon as the premier athletics training center in the Lyon region.
<b>Attract New Members</b>	Showcase our comprehensive training programs for all ages and abilities, highlighting the benefits of improved fitness, teamwork, and goal achievement.
<b>Drive Member Engagement</b>	Motivate existing members by sharing training tips, success stories, and fostering a sense of community through online platforms.
<b>Boost Fundraising Efforts</b>	Create content showcasing the positive impact our club has on young athletes' lives, encouraging potential donors to support our scholarship program.
<b>Section 2: Identify Your Content Channels</b>	
<b>Traditional Fundraising</b>	

<p><b>Website</b></p>	<p>Develop a user-friendly website with clear information about our coaching staff, training programs (sprinting, hurdling, jumping, etc.), registration process, and a dedicated section highlighting member achievements.</p>
<p><b>Social Media</b></p>	<p>Use Facebook and Instagram to share engaging content. Post training highlights, inspirational quotes from famous athletes, and behind-the-scenes glimpses of practice sessions. Use Instagram Stories to showcase athlete workouts and offer live Q&amp;A sessions with coaches.</p>
<p><b>Email Marketing</b></p>	<p>Build an email list and send regular newsletters with upcoming training schedules, competition announcements, motivational articles, and inspirational stories of our athletes.</p>
<p style="text-align: center;"><b>Innovative Fundraising Approaches</b></p>	
<p><b>Crowdfunding Platforms</b></p>	<p><b>Campaign Title:</b> "Run with Us: Help ACL Lyon Build a New Running Track!"</p> <p><b>Platform:</b> Use a crowdfunding platform popular in France, such as Leetchi.com</p> <p><b>Campaign Description:</b> Athletic Club de Lyon (ACL) is passionate about nurturing the next generation of talented runners. Our current running track is in dire need of repairs and upgrades. A safe and modern track is crucial for our athletes to train at their best and achieve their goals. Through this crowdfunding campaign, we are aiming to raise € [Target amount] to resurface the track, improve drainage, and enhance overall safety features.</p> <p><b>Rewards:</b> Offer tiered rewards for different donation levels. For example:          €10: A social media shout-out from ACL Lyon.          €25: An ACL Lyon t-shirt.          €50: A personalized training session with a coach.          €100+: ACL Lyon running gear package and recognition on the club website as a campaign supporter.</p> <p><b>Social Media Promotion:</b> Promote the crowdfunding campaign across all your social media channels (Facebook, Instagram) to spread the word and encourage donations. Utilize relevant hashtags to reach a wider audience (#LyonRunning, #SupportACL, #NewRunningTrack).</p>

<p style="text-align: center;"><b>Corporate Sponsorships</b></p>	<p><b>Target Businesses:</b> Partner with local businesses that cater to athletes or health-conscious individuals. This could include sporting goods stores, nutrition shops, or physiotherapy clinics.</p> <p><b>Sponsorship Proposal:</b> Develop a sponsorship proposal outlining the benefits of partnering with ACL Lyon. Highlight your club's reputation, community involvement, and reach (number of members, social media followers). Offer sponsorship packages with various benefits depending on the contribution level. Benefits could include:</p> <ul style="list-style-type: none"> <li>- Logo placement on club jerseys, website, and marketing materials.</li> <li>- Banner visibility at track and field events.</li> <li>- Social media promotion and shout-outs.</li> <li>- Discount offers for ACL Lyon members at the sponsor's business.</li> </ul> <p><b>Approach Local Businesses:</b> Directly contact potential sponsors with your proposal, highlighting the mutually beneficial aspects of the partnership.</p>
<p style="text-align: center;"><b>Cause-Related Marketing</b></p>	<p><b>Partner with a Local Running Store:</b> Collaborate with a local running store that shares your passion for promoting the sport.</p> <p><b>Campaign Idea:</b> Organize a "Run for Fun" community event where a portion of the registration fee goes directly to supporting ACL Lyon. The running store can offer discounts on running shoes or apparel for participants.</p> <p><b>Event Promotion:</b> Promote the event jointly through your channels and the running store's marketing channels. Offer incentives for participants, such as goodie bags, prizes, or race results with personalised certificates.</p>
<p><b>Section 3: Brainstorm Content Ideas</b></p>	
<p style="text-align: center;"><b>Highlight Success Stories</b></p>	<p>Feature profiles of our athletes who have achieved personal bests, won competitions, or received college scholarships. Include video interviews where they share their experiences and the positive impact of training with Athletic Club de Lyon.</p>
<p style="text-align: center;"><b>Behind-the-Scenes Content</b></p>	<p>Offer glimpses into our training sessions, coach-athlete interactions, or pre-competition pep talks to connect with the audience on a personal level.</p>
<p style="text-align: center;"><b>Informative &amp; Educational Content</b></p>	<p>Post articles or videos with training tips for specific athletics disciplines (e.g., proper sprinting technique, hurdle drills, long jump approach). Partner with local sports nutritionists to create content about healthy eating for athletes.</p>

<b>Community-Focused Content</b>	Share local athletics news, upcoming events in the Lyon region, or partner with other local sports organizations for cross-promotion opportunities (e.g., joint training sessions, fundraising events).
<b>Fun &amp; Engaging Content</b>	Host online challenges like "guess the athlete based on their training routine" or trivia quizzes about famous athletics moments.
<b>Section 4: Develop a Content Calendar</b>	
<b>Plan in Advance</b>	Create a content calendar to ensure a consistent flow of content across your chosen channels.
<b>Variety is Key</b>	Mix up your content formats (text-based posts, visual content, live streams) to cater to different audience preferences.
<b>Schedule Posts</b>	Use scheduling tools to save time and ensure consistent posting throughout the week.
<p><b>Channel: Website &amp; Social Media (Facebook, Instagram)</b>  <b>Key:</b>  [L] Long-form Content (Website Article): In-depth articles with valuable information.  [S] Social Media Post: Short, engaging posts for Facebook &amp; Instagram. (Photo, Video, Quote)  [W] Weekly Theme: Focus theme for social media posts throughout the week.</p> <p><b>Week 1</b>  Date: Monday  Content: [L] "Top 5 Tips to Improve Your Running Form" (Website)  Content: [S] Inspirational quote about perseverance from a famous runner (Social Media)  Date: Wednesday  Content: [W] Technique Wednesday - Start the week with a short video demonstrating a proper running drill (Social Media)  Date: Friday  Content: [S] Photo of athletes training on the track, highlight the importance of a safe training environment (Social Media)</p> <p><b>Week 2</b>  Date: Monday  Content: [S] Announce upcoming "Run for Fun" community event in partnership with a local running store (Social Media)  Date: Wednesday  Content: [W] Feature Friday - Share a short athlete profile highlighting their journey and achievements (Social Media)  Content: Include a call to action encouraging nominations for future features.  Date: Friday  Content: [S] Share a fun fact about the history of athletics (Social Media)</p> <p><b>Week 3</b>  Date: Monday  Content: [L] Interview with a local sports nutritionist on healthy eating for runners (Website)  Content: [S] Short video showcasing the fun and camaraderie of training sessions at ACL Lyon (Social Media)  Date: Wednesday  Content: [W] Motivation Monday - Share a motivational quote to kickstart the week (Social Media)  Date: Friday  Content: [S] Behind-the-scenes photo of coaches preparing for an upcoming competition (Social Media)</p> <p><b>Week 4</b>  Date: Monday  Content: [S] Promote registration for the "Run for Fun" community event (Social Media)  Content: Highlight the benefits of participating and supporting ACL Lyon.  Date: Wednesday  Content: [W] Technique Wednesday - Share a video demonstrating proper stretching techniques after a run (Social Media)  Date: Friday  Content: [S] Share a success story of an ACL Lyon athlete who achieved a personal best or won a competition (Social Media)</p>	

<b>Section 5: Track &amp; Analyse Results</b>	
<b>Monitor Performance</b>	<p><b>Website Traffic:</b> Tool: Google Analytics Metrics: Track website traffic (number of visitors, page views, average session duration) for the entire website and specific content pieces (website articles).</p> <p><b>Social Media Engagement:</b> Platforms: Facebook &amp; Instagram Insights Metrics: Track key engagement metrics for each social media post, including: Likes: Measures the number of times users liked a post. Comments: Shows the number of comments generated by a post. Shares: Measures how many times users shared a post with their followers. Reach: Indicates the number of unique users who saw a post.</p> <p><b>Email Marketing:</b> Tool: Email marketing platform analytics (e.g., Mailchimp) Metrics: Track key email marketing metrics such as: Open Rate: Percentage of email recipients who opened the email newsletter. Click-Through Rate (CTR): Percentage of email recipients who clicked on a link within the newsletter.</p>
<b>Analyse Data &amp; Adapt</b>	<p>After one month, we'll analyse the data collected to see what content resonates most with our audience.</p> <p><b>Example Analysis:</b> <b>Website Traffic:</b> Our website traffic has increased by 20% compared to the previous month. The "Top 5 Tips to Improve Your Running Form" article has received the highest number of page views, suggesting strong interest in training tips. <b>Social Media Engagement:</b> Our "Technique Wednesday" video posts with running drills have received the highest number of comments and shares, indicating audience interest in practical training content. Inspirational quotes on "Motivation Monday" have received the most likes, suggesting they resonate with our audience. <b>Email Marketing:</b> Our latest newsletter with the "Run for Fun" event announcement had a good open rate (50%), but the click-through rate for registration was lower than expected (10%).</p> <p><b>Adapting Based on Data:</b> Continue creating "Technique Wednesday" video posts and explore other formats like live Q&amp;A sessions with coaches to address training inquiries. Maintain "Motivation Monday" inspirational quotes alongside other content formats like success stories for a more diverse feed. Investigate reasons for low click-through rate in the "Run for Fun" event email.</p>

**Learn & Improve**

Based on our ongoing data analysis, we continuously refine our content marketing strategy to create content that truly engages our audience, achieves our goals, and positions Athletic Club de Lyon as a leading center for athletics in Lyon.

# FINAS

EMPOWERING GRASSROOTS SPORTS CLUBS

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