

Recruiting tips

If you're looking to recruit players for your club, here's a checklist of ways to let girls in your area – and their parents – know about your club, and what it has to offer.

The chances are you haven't got a budget to buy advertising space, so these ideas should cost you nothing, except your time and enthusiasm.

1. Posters and flyers:

A very effective form of publicity. Good quality posters and flyers are easy to create on your PC. A3-size is best for posters and A4 or A5 for flyers.

Make sure you clearly put the name of your club and contact details.

Standard wording might be:



**girls - get
into football**

Football is fun, keeps you fit and is a great way to make new friends.

Right nowname of club.... is looking for new players aged ... or under.

So why not contact ...name of club secretary... ontel number..... and come along to our next training session?

**You've nothing to lose –
and a lifetime's fun to gain.**

Distribution:

You're not alone in wanting to get girls taking up an active pastime, such as football. You'll find other organisations in your area who may be happy to display or distribute your materials – so make sure you contact them:

- Leisure centres
- Health clubs
- Schools
- Local authority sports development teams
- Youth groups and clubs
- Drama clubs
- Community police officers

The list goes on, so have a think about like-minded organisations in your area.

2. Press coverage:

You'll have a local newspaper and radio station (perhaps even a local TV station), but you may also have very localised media which can be very powerful publicity channels:

- Village town/newsletters and websites
- Church bulletins
- Bulletins produced by some of the organisations in section 1 (youth groups, drama clubs etc)

If you can give them a well-written press release (with a pic if appropriate), you'll be amazed how easy it is to get coverage.

Media release dated:

Girls - ...name of club... needs you!

Girls' football is one of the fastest-growing sports in the country.

And right now, there's a great chance to get involved, becausename of club.... are looking to recruit new players aged ... and under.

"We run girls' sides in the under-..., under-.. and under-.. age groups," saysname, club secretary... "We train attraining venue...ondays - and play our matches at ...match venue... ondays.

"Girls football is great fun, helps you keep fit and is a really good way to make new friends."

To find out more, why not come along toname of club....'s next training session next ...day. Or callname of club sec... on for more information.

Ends

For further information, please contact:

Name.....) This section
Job title.....) is so the
Tel:) media can
Email:) contact you

3. Word-of-mouth:

You're probably already doing this, but it's the best - and cheapest - way to get new players.

It might sound obvious, but make sure your existing players are aware you're looking for new recruits. Give them some of your flyers to hand out and maybe offer a prize for the players who signs up the most new players?

4. Schools presentations:

Are there girls' or co-educational schools or your doorstep who already run girls' football teams?

Apart from putting up a poster, why not ask the school if you can do a short talk in assembly – and use it to also give some healthy living tips on diet – schools are always keen to spread these messages to their students.

5. Social networking sites:

Why not start your own page on Facebook or MySpace? You can use it to upload information and video – and it's the next step on from word-of-mouth.

You can bet many, if not all of your existing players have their own sites – so make sure they also mention your club.

6. Use your County FA:

Your County FA will have a Women's and Girls' Football Development Officer. Arrange a meeting with them and explain your plans.

There are there to help and support football in your County, particularly increasing participation. So they'll welcome your enthusiasm.

They may also be aware of other marketing opportunities in your area you can use for free – or include something in their own newsletters, magazines or on their website.