



COMMUNITY FOOTBALL DAY  
**RUNNING YOUR EVENT**



# WHAT IS THE FA COMMUNITY FOOTBALL DAY?

The FA is working with its Official Community Partner McDonald's to create football opportunities for all across England. The Community Football Days can be hosted by a County FA or a Charter Standard club and should demonstrate participation opportunities for those new to the game and for those who already play, regardless of their ability or experience.

Community Football Days should also be used as a recruitment vehicle in some capacity, dependent on the objectives of the host club or venue, be it new players, new volunteers, new fans etc. Ultimately, Community Football Days should be a celebration of grassroots football, with a something for everyone approach in order to continue to grow the game to as many people in your local area as possible.



## HOW WILL IT WORK?

---

Community Football Days should be flexible to meet the needs of the host club or County FA. While Community Football Days should facilitate the elements of participation, recruitment and engagement, how the days are delivered is up to the event owners.

We recommend running an existing or scheduled community football-based event, such as a tournament or football fun day, which would benefit from additional support from McDonald's and The FA. There will be one Community Football Day in each county in England and the event host will be responsible for coordinating and running the event as it usually would. Additional support is detailed on the next page.



# WHAT SUPPORT WILL EVENTS RECEIVE?



Support from McDonald's and The FA will be the same for each event held in each county. The only difference is we will select 3 showcase events from the applications which will receive additional support from McDonald's – these showcase events will be used as PR events to highlight the benefits of Community Football Days and the McDonald's Community Football programme. All support elements are listed here.

## SUPPORT PACKAGE FOR COMMUNITY FOOTBALL DAYS

### Showcase Events

1. Branding:
  - Community Football Day PVC banners (x4)
  - Community Football Day feather flag banners (x4)
  - Community Football Day pop-up banners (x8)
  - Community Football Day bibs (x250)
  - Community Football Day volunteer t-shirts (x50)
  - Find a Club leaflets (x250)



2. McDonald's-branded inflatables (bouncy castles etc)
3. McDonald's experiential activity (knee slider etc)
4. McDonald's football ambassador attending your event
5. PR/social support to help raise awareness of your event
6. Digital support including event-finder tool on McDonald's website
7. 36 Charter Standard Nike footballs to use at your event
8. Event personnel to help at your event
9. Local McDonald's franchise support (see more below)

### County Events

1. Branding:
  - Community Football Day PVC banner (x2)
  - Community Football Day bibs (x40)
  - Community Football Day volunteer t-shirts (x25)
  - Find a Club leaflets (x150)
  - McDonald's pull-up banners
  - McDonald's pop-up banners
2. PR support to help raise awareness of your event
3. Digital support including event-finder tool on McDonald's website
4. 36 Charter Standard Nike footballs to use at your event
5. Local McDonald's franchise support (see more below)

# HOW TO MAKE THE MOST OF YOUR CFD

The McDonald's FA Community Football Days are intended to be a community celebration of grassroots football, with main objectives of participation, recruitment and engagement. Below are some ideas to help you maximise opportunities for your Community Football Day:

## Participation – football for everyone

- Run a tournament for current and new players
- Run 'have a go' sessions for those who want to try football for the first time – invite your club coaches or your local FA Skills workforce to host a session
- Penalty shootout competition
- Crossbar challenge competition

## Recruitment – new players, teams, volunteers and fans

- Distribute leaflets on how to join local clubs and leagues
- Hold volunteer workshops allowing potential volunteers to learn about the benefits of volunteering in football

## Engagement – spreading the community spirit

- Fundraising activities – raffles, auctions etc
- Fun festival activities to encourage new players and parents to come to the event such as a barbecue, face painting, egg and spoon race, tug of war etc
- Distributing information on the McDonald's Community Football programme



# THINGS TO CONSIDER

---

## Volunteers

You will need helpers to organise and stage the event. Ask existing volunteers what role they could play and see if any additional parents may be willing to help out on the day, especially if you are expecting large numbers. If you're hosting a festival or tournament, you will need a welfare officer, referees, first aiders, & tournament/timetable co-ordinators.

## Health and safety

As the event will involve children under the age of 16 or vulnerable adults, you need to ensure there is a Welfare Officer available at all times at your event. All other volunteers should be CRC-checked. For further guidance visit [TheFA.com/safeguarding](http://TheFA.com/safeguarding). Make sure you also have a qualified first aider with appropriate equipment available at all times.

## Equipment

The FA in partnership with McDonald's will provide you with 36 footballs for your event but you should liaise with the facility provider to ensure goalposts and pitches are of good quality, plus provide any additional required appropriate size footballs.

## Insurance

If you have not done so already, you will need to take out public liability and personal accident insurance to cover the type of event you are running. Your local County FA will be able to give advice on local insurance providers.



# HOW TO PROMOTE YOUR COMMUNITY FOOTBALL DAY



## Event Finder

McDonald's will help promote your Community Football Day through their event finder tool on their website so people can find the event closest to them this summer. This online tool will be promoted through McDonald's and The FA media channels between June and September this year.

## County FAs

Your local County FA will help promote your Community Football Day via their media channels and spread the message across the county. If you are not already in contact with your County FA we recommend that you begin talking to them as early as possible.

## Your Members

Why not use your volunteers, players and other local clubs to promote your

Community Football Day, here are a few ideas:

- Ask clubs to use their online channels such as website and social media
- Ask current players to bring their friends and siblings along
- Ask your volunteers to bring along their friends

As well as being a football festival this is also a social event, so this is a great opportunity for players and volunteers to bring their friends along to enjoy the day.

## Engaging your franchisee

This is a great opportunity to invite your local McDonald's franchisee or local restaurant business manager to attend your Community Football Day. If you would like to invite your local McDonald's franchisee please contact: [McDonaldssportsteam@redconsultancy.com](mailto:McDonaldssportsteam@redconsultancy.com).

---

## Press release (after the event)

Keep driving the agenda of your support for community football in the local area by notifying the local press of the event and the opportunity for football. You can amend the template below to suit your needs:

### **<insert County/Club name> CELEBRATES COMMUNITY FOOTBALL DAY**

The McDonald's FA Community Football Day **provides opportunities for thousands of players and volunteers to get involved in local grassroots football across the country.**

On **[Insert date]**, hundreds of young footballers flocked to **[insert club name]**, in **[area]**, as part of The McDonald's FA Community Football Day to enjoy a football fun day for the local community. The event was arranged and hosted by **<insert name of league>**.

On the day over **[insert number of teams]** visited in a bid to offer new players a chance to get to know their local grassroots football league and clubs. **<club or county name>** hosted **[insert activities i.e. a number of mini soccer games and drop in footballsessions]** for all to participate in.

McDonald's Director of Football, Sir Geoff Hurst, said: "Grassroots clubs up and down the country have been hosting football fun days for everyone to enjoy. It is so important that we offer everyone from the surrounding community the opportunity to get involved with their local clubs and what better way to do it than bring them together at the start of the season ahead of The FA Community Shield to enjoy a day of football together.

"As a result clubs will grow and prosper but more importantly we are providing them the support to offer better opportunities for youngsters to get involved in grassroots football."

The McDonald's FA Community Football Day is just one part of McDonald's long standing Community Partnership with The FA. The programme aims to raise the standard of grassroots football by working closely with clubs to offer better kit and better support to ensure children throughout England have better access to good quality football.

To find out more about how McDonald's and The FA support community football, please visit [ww.mcdonalds.co.uk/BetterPlay](http://ww.mcdonalds.co.uk/BetterPlay).

### **Ends**

For further details, please contact:

Insert contact details

**- Name - Email - Phone no.**



# CASE STUDY: THE CUMBERLAND FA COMMUNITY FOOTBALL DAY

A showcase Community Football Day was hosted by Cumberland FA in 2016 and recruited more than 50 new players to clubs in the local area. The event took place on day one of the county FA's annual Charter Standard Festival weekend which, established in 2002, serves as a thank you to local clubs for their commitment to maintain the Charter Standard award throughout the season.

The event has grown every year and, in 2016, 240 youth teams were hosted (95% of clubs within the county) across the two day period, providing opportunity to play for more than 2,500 boys (ages 7-12) and girls (ages 8-16).

The festival was completely free to enter and exclusive to Cumberland-based Charter Standard clubs. Teams from across the county were mixed up to play against teams they wouldn't usually play within their regular league seasons. No scores were recorded in matches

which helped to create a pressure-free environment for everyone to simply enjoy their experience. Further, each participating player received a free water bottle to use the following season and a certificate of attendance.

The event was supported by more than 50 volunteers and referees, including Cumberland FA board members, to ensure everything ran smoothly. As well as 'Supporting Community Football' signage, McDonald's provided branded inflatables, including beat the keeper; speed of shot and a celebratory knee slider, which all heightened the festival feel by giving everyone in attendance an opportunity to test their skills and accuracy in a fun environment. Staff from the local McDonald's restaurant also came along to help sell programmes, manage attractions, pick up litter and give out water and fruit bags which they had kindly donated.

The FA, in partnership with McDonald's, provided a bespoke Community Football Day branding pack consisting of pop-up banners, feather flags, bibs, volunteer t-shirts, find-a-club leaflets and 36 Nike Charter Standard footballs to use in the matches.

The star of the day however was undoubtedly McDonald's Ambassador Trevor Sinclair. Trevor was there all day and signed around 2,000 autographs on players' shirts, boots and certificates and spoke to as many players, parents and volunteers as he could, culminating in a question and answer session where players got the chance to ask him about his glittering career and his own grassroots football experiences.



The McDonald's FA Community Football Day

# MESSAGE FROM MCDONALD'S

---

## THANK YOU

As McDonald's Head of English Football, I would like to take this opportunity to thank you in advance for all the hard work that will go into making The McDonald's FA Community Football Days a success.

Across the country, thousands of people will be enjoying this great game through our football festivals which not only inspire the next generation of players, but also help develop a new breed of volunteers who in tandem make grassroots football possible.

Your enthusiasm for the game never ceases to amaze us. It is a testament to you and your hard work when we visit clubs across England and witness first-hand their success both on and off the pitch.

I wish you all the best with your McDonald's FA Community Football Day and thank you again for your incredible efforts.

MARTIN KEOWN

**McDonald's Head of English Football**

