

Scottish FA Community Football Day

Event Toolkit





Contents

Introduction

What is a Community Football Day?

Running your event

Promoting your event

What makes a successful event?

Useful resources



Introduction

This summer we are delighted in partnership with McDonald's to be able to support 6 regional 'Community Football Days' across the country, delivered by Scottish FA Quality Mark clubs. A further 3 events will be selected to host a 'Showcase' Community Football Day.

However, if your club hasn't been selected as one of the six supported events you can still run your own and use it to grow your club and raise its profile in the community.

This guide is designed to help your club plan and deliver a successful Community Football Day.



Message from Kenny Dalglish

"We want to inspire everyone to get involved in football, from grassroots level and beyond, and the Community Football Days are a fantastic starting point. As well as bringing the community together for a fun family day, we're offering new skills and providing people with the opportunity to get involved. I think it's great that we're bringing the fun back into football and encouraging more people to enjoy the national game."

Kenny Dalglish,
McDonald's Head of Scottish Football



What is a Community Football Day

These days are intended to be a celebration of community football that will ultimately encourage participation and the recruitment of players and volunteers into the grassroots game, which will help to increase and sustain our community clubs.

Open days should be free of charge and aimed at the local community in which the club is based.

Participation

- Come and 'try' taster coaching sessions for children and parents
- Skills Zones
- Football festivals
- Highlighting inclusivity projects the club may run (Girls / Disability / Social Inclusion)

Education

- Coaching clinics for coaches
- Club information & promotion
- Club volunteer / membership sign up
- Positive Coaching Scotland awareness

Charitable support

- Fundraising events
- Sponsored walks around the venue
- Charity matches
- Promotion of a chosen charity partner

Community engagement

- Fun activities such as skills areas
- Additional activities such as face painting, bouncy castles, BBQ and parents & coaches matches
- Fundraising
- Local Businesses and community organisation's set up information stalls
- Opportunity for the club to showcase themselves to the local community and to recruit new players, coaches, volunteers and parents into the club

What are some of the benefits of a Community Football Day?

- Raise awareness of the community club within local community
- Support clubs to increase membership opportunities.
- Secure long term benefits for the clubs through recruitment of players, coaches, volunteers and fundraising opportunities
- Build local community relationships



Running your event

Firstly you must choose what type of event you are going to run and for which audience. Do you want to attract new players, volunteers or both? This along with the facility you will be using will help determine the size of your event. It can be as big as you want if you have the facility to cope.

It is important to have a site plan in place once you have secured a venue and decided what activities will take place.

Considerations

You will need helpers to organise and stage the event. Ask existing volunteers what role they could play and see if any additional parents or older players may be willing to help out on the day, especially if you are expecting large numbers.

Make sure you also have:

- A qualified first aider with appropriate equipment available at all times.
- You should liaise with the facility provider to ensure goalposts and pitches are of good quality, plus provide appropriate size footballs.
- If you've 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.

The table on page 6 gives an idea of the types of things you may need to consider to help make your event a success



What do you need to consider for a successful event?

Event Promotion

Pre and post event content with local press and community partners
Promotional material - flyers, social media adverts
Links to local McDonald's restaurant
Contact with local Scottish FA Regional office for promotion

Kit and equipment

Footballs, Bibs, Cones, Mini Goals etc.

Staffing

Event planning contact / Coaches / First Aid / Car park stewards / Meeting and greeting / Litter pickers / Information area to help with registration, signing up kids for coaching sessions

Facilities

Suitable venue with adequate parking and toilet facilities / Create a full site plan
On site catering / Kit and equipment / Goals

Optional provisions

Face painters / Parents Vs Coaches match to engage parents / Club fund raising (e.g. tombola/raffle) / Fruit bags and water / Bouncy Castle / DJ

Measurement

Tracking the number of attendees
Measuring the number of new players recruited
Reporting on the number of new volunteers
You will be required to fill in a post event survey on the above subjects.

Promoting your event

Your local Scottish FA Regional office will help promote your Community Football Day via their media channels and spread the message across the region.

Your members

Why not use your current members and teams to promote your Community Football Day, here are a few ideas;

- Use your current 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.

Social media

The Community Football day provides you with a great opportunity to showcase the events taking place in your local area via your official social media channels. When tweeting Community Football Day content please include McDonald's grassroots twitter handle @BetterPlayUk and the campaign hashtag #CelebrateBetter.

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





Useful resources

Sample Event Checklist

Once you have decided on the format of your event, you may find an event operational checklist helpful to keep you in control of everything. The table below gives an example of a checklist for a Community Football day that is focussing on attracting new players and volunteers.

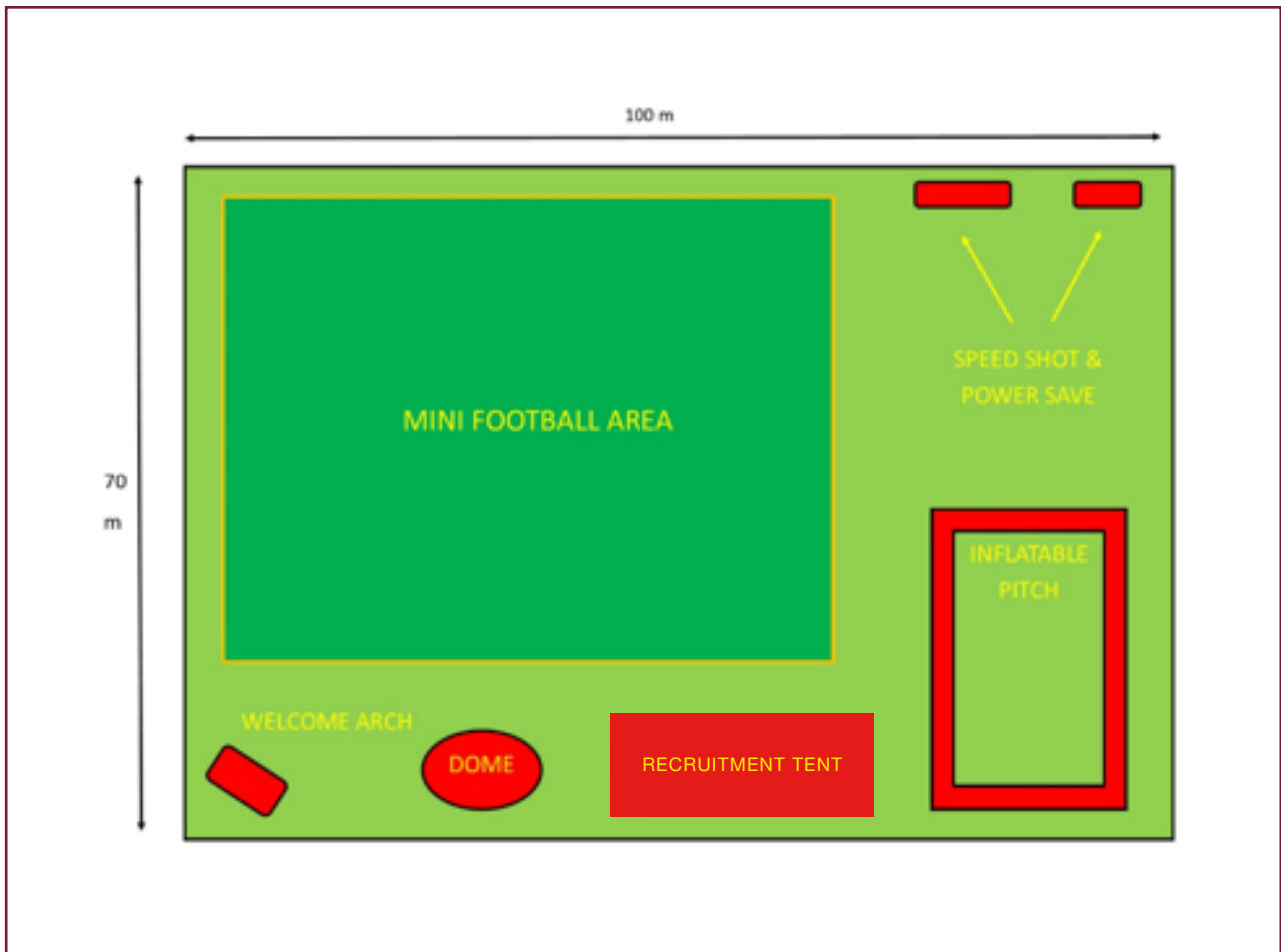
EVENT	Community Football Day
EVENT ADDRESS	
EVENT TIMINGS	Set Up: 9.00am / Event Start: 10.30am / Event Finish: 2.30pm
EVENT BACKGROUND	<p>Community open day with full size pitch split into 2 half pitches Club show case activities (half pitch)</p> <ul style="list-style-type: none">• Taster session led by existing coaches for girls section of club• Coaching session led by club coaches utilising a current team/players• Taster session led by existing coaches for boys section of club <p>Community engagement activities (half pitch)</p> <ul style="list-style-type: none">• Beat the goalie competition• Come and play kick pitches• Skill areas and competitions
ATTENDEES	Local Community / Club Members
OTHER ACTIVITIES	Face painting / Raffles / Treasure chest / Goody bag (water, fruit)
VIP ATTENDEE	Local Councillors, local professional players/former players, media



KEY CONTACTS	Name	Role	Tel
EVENT LAYOUT	Full size Pitch split in 2-half pitch to showcase club sections, other half is skills challenges Committee room to be set up as club information and sign-up area		
PARKING	On-site parking plus local school car park		
CATERING	Club volunteers		
LITTER	Teas & Coffees in Canteen On Site Catering Van Fruit bags donated by local supermarket		
FIRST AID	Club Volunteers		
TOILETS	Club Volunteers		
PA SYSTEM	Hired DJ		



Sample event site plan





Sample post-event feedback survey

We will send you a link to a survey once the event is complete to obtain some information on your event. Specifically on the number of attendees and how the day has helped recruit new players and volunteers into the club.

Total Number of Attendees on the day
(Volunteers and Spectators)

Total number of players (Boys / Girls)

Number of non-club members who
attended the event?

How did the event develop your club?

Did the event help the club recruit new players?
If yes, How many?

Type of McDonald's or Association
Support Received

Inflatables / Ambassadors / Branding / Staff
Resource / Toolkit access / Promotion

What time of day was the event at its busiest?

Morning / Lunchtime / Afternoon

What worked well on the day?

What could be improved for next time?

Were there any additional factors that impacted on
the event? (Positively or negatively)

How was the event promoted?
