

McDonald's Community Football Day

Event Toolkit





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Introduction

Congratulations on choosing to organise and host a McDonald's Community Football Day at your club during the summer of 2017!

McDonald's Community Football Days are your opportunity to recruit new players and volunteers to help grow your community club. Through the McDonald's/FAW Club Accreditation programme we have been working hard to improve standards within grassroots clubs and providing young people with a quality experience and opportunity to play the game. A McDonald's Community football day is the ideal opportunity to showcase your club to the local community and encourage more people to get involved locally!

We have created this Community Football Day toolkit to guide you through to running a successful event that will run effectively and efficiently. It is not intended to be a comprehensive guide, but to be used as a reference source that will enable you to plan things better. Above all, everyone involved in the event – players, officials and spectators alike – should embrace the concept of fun and enjoyment.



Message from Ryan Giggs

'It's 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 to enjoy a day of football together?'

Ryan Giggs,
McDonald's Head of Welsh 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.

Community Football 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

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 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.
- Opportunity for the club to showcase themselves to the local community and to recruit new players, coaches, volunteers and parents into the club





What makes a successful event

Here are some ideas of how to structure your day:

- Be clear on what you as a club want to achieve from the day – are you recruiting a new boys or girls team? What age group are you targeting specifically? Do you need more volunteers and in what roles specifically?
- How are you going to invite people to the event? Encourage existing players to bring a friend or a brother and sister.
- Use social media and local opportunities to advertise and promote your event.
- Run taster sessions and fun activities throughout the day allowing new players to give football a try.
- Consider running additional activities to appeal to different people such as face painting, dance activities (great for girls!) or other fun games and competitions. Why not give Walking Football a go for the adults and parents? (There are some guidelines included to help you get started).
- Identify existing club volunteers to act as hosts for the event – make sure all people feel welcome and talk to parents and adults attending about how they could volunteer in your club.
- Consider how the event can help you Fundraise, plan activities appropriately.
- Invite other local clubs to attend and get involved.

Don't forget we want to know successful you have been - please tell us about your event by completing our feedback and data forms and also look out for info on our new Community Football Day Award as part of the annual McDonald's Community Football Awards.

**Be creative
and very best
of luck - enjoy
your day!**

Promoting your event

Your local FAW Trust partnership manager 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.

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





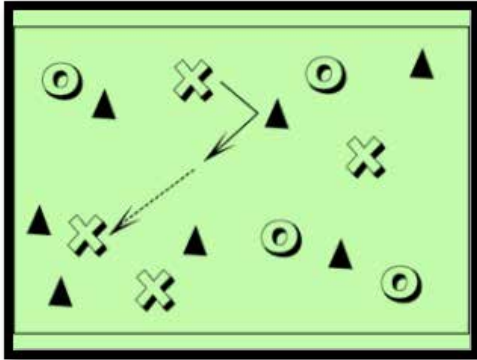
Running your event

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.

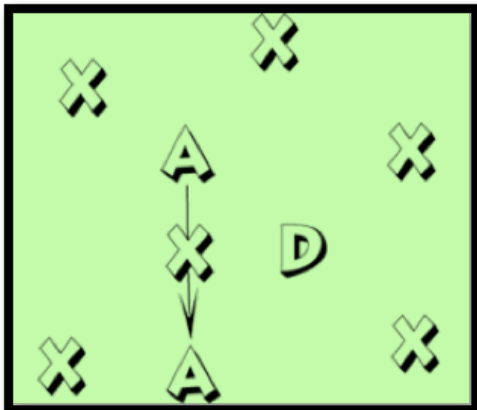
Sample Community Football Day Schedule

Time	Action	Responsibility
9:00am	Staff / volunteers / team meeting	All
9:30am	Set Up all equipment , goals and mark out pitches	All
10:30am	Registration / allocation of pitches	Volunteer 1, 2 & 3 registration and allocate to pitches , rest of volunteers ready at pitches
11:00 – 11:15am	Warm on individual pitches	All
11:15 – 12:30am	Fun football activities (see resource pack)	All
12.30 – 1.15pm	BREAK – LUNCH	All
1.15 – 1.30pm	Players allocated to teams and pitches	Volunteers 4, 5 & 6
1.30 – 2.20pm	Game time	All
2.20 – 2:30pm	BREAK	All
2.30 – 3.20pm	Game time	All
3.20 – 3.30pm	BREAK	All
3.30 – 4pm	Penalty shoot outs	All
4pm – 4.15pm	Presentations and closing ceremony	VIP guest / players

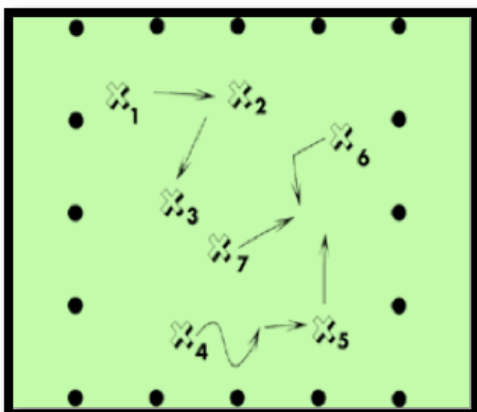
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2



3



Example fun football activities

Example 1: Two to Pass

Organise players into pairs, with one ball between two. Scatter discs around the area randomly. Players move around the area individually. On the coach's command the player with the ball dribbles to a cone, turns and attempts to find their partner with a pass.

Example 2: The Good, the Bad & the Dribblers

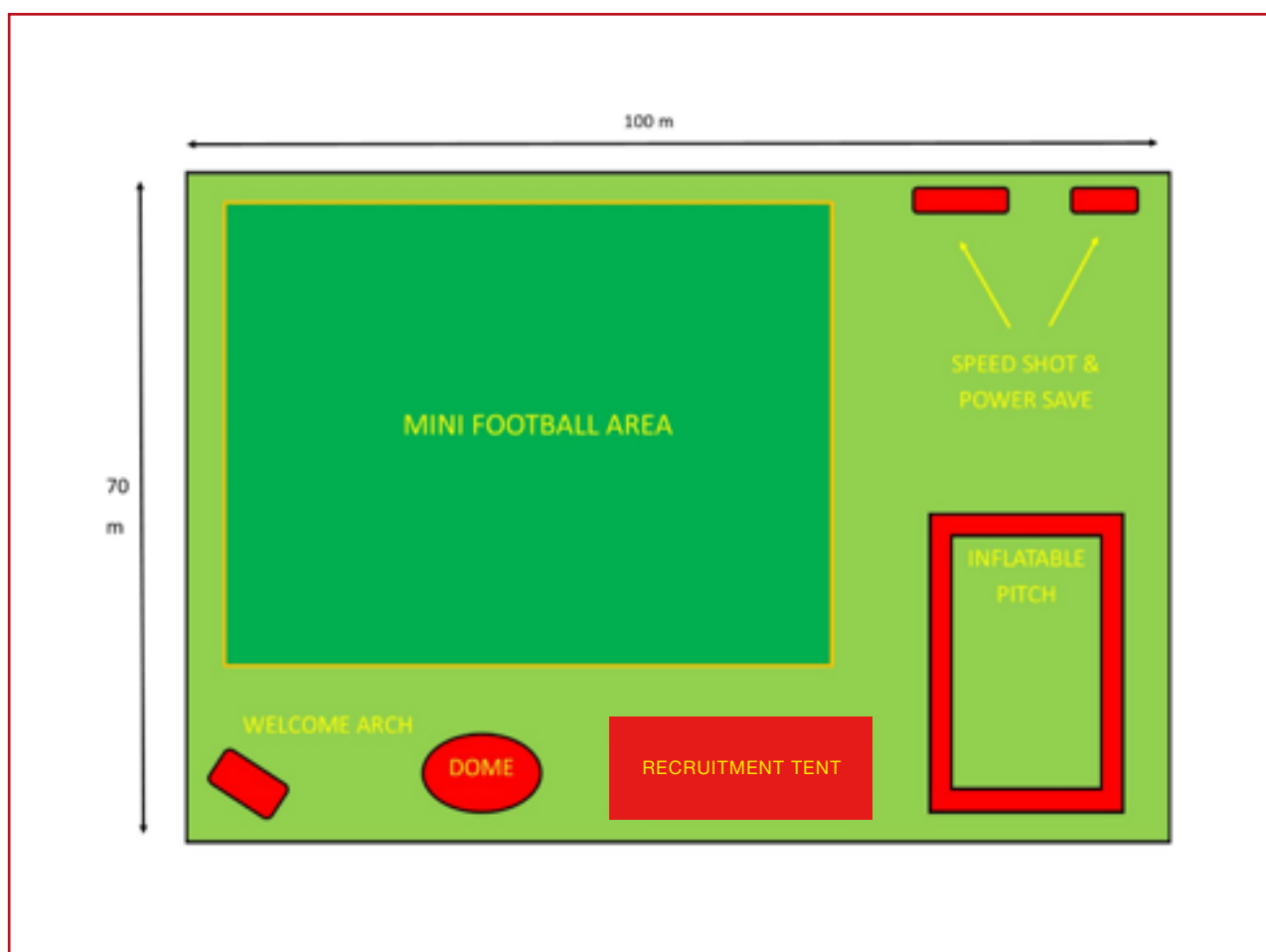
Players are split into 3 groups and given different roles:

- 1 Dribblers dribble in area with balls
- 2 Baddies (who also have a ball) attempt to tag no 1's who must hold ball over head with legs apart when tagged
- 3 Goodies free dribblers (no 1's) by dribbling their own balls through the legs of the static No. 1's. Goodies cannot be tagged.

Example 3: Walkabout

Players are organised into a defined area. 1/3rd of the group have a ball at their feet. 1/3rd have a ball in their hands. Players travel round giving passes while receiver passes back with header or volleys / half volleys.

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?
