



# Gender Equality in Wyndham Sport

## Promotion and Engagement Plan

A variety of ideas are listed below, you could do one or all of them.

### 1 - Introducing that you are creating a new team:

1. Club news
2. Additional email around asking players if they have any siblings who might be interested
3. Facebook post

**You will need:** a picture or electronic flyer/ poster for the Facebook post

**Future:** some photos of girls enjoying themselves, not looking serious and sporty – you want to engage people and sell how they feel – to be able to start putting up on Facebook posts

**Comms:** starting a new team for girls aged x, no previous skills or equipment required, we will teach you, make new friends, have fun.

### 2 - Come & Try Session

Free, no experience necessary – Keep away from terminology: ‘trials’, ‘selection’, etc – it needs to be inclusive and not judging anyone on ability so that they can’t see a reason why they wouldn’t be good enough

1. Club news
2. Additional email to members asking players if they have any siblings or friends who might be interested
3. Facebook posts
4. Communication to schools
5. Ask players if they have any connections to school where they could spread the word
6. Posters in supermarkets
7. Post flyer and details in local Facebook groups (may need to check with admins) – ask other club members if they can share your post into other Facebook groups (local, schools, buying & selling, etc.) and to friends (provide link to the post that you have created if you are asking them through your club news/ email)

**You will need:**

- Physical flyer or poster
- Electronic flyer or poster (photo format - png for social media)

- Join other Facebook groups or contacts who are members of other local Facebook groups

**Comms:** Day, time, venue, girls aged x, a chance to try out a new sport, learn some skills, find out about our club, Free, what to wear.

**Close the Loop** - Coach should also check if the kids enjoyed the session – what did they enjoy, what didn't they enjoy? Tell them what next if they would like to carry on, Find out what they might be worried about – cost, uniform, training commitment.

### 3 - Promotion at local school

The key is identifying someone in the school that you can create a plan with. Sell this as an opportunity for their pupils to be more active and to learn life skills like teamwork, leadership, problem solving, developing a healthy lifestyle – stress that this isn't about finding the best players it's about creating opportunities – everyone can learn:

1. This could be to get some posters up on the notice board
2. Class teacher/ PE lead who will tell kids about the sessions
3. An announcement in assembly
4. An ad (free) in the school newsletter
5. Flyers going home (although this requires a budget and a risk that they might not make it into bags or go home)
6. See if any of your members go to this school, if so ask parents if they have a school Facebook group and whether they can share the information in there.

Connect with the school admin, school PE lead or a teacher in school who is interested in the activity, a teacher who is linked with the age group that you are recruiting.

#### **You will need:**

- Electronic flyer (photo format - png for social media)
- Physical flyer
- Flyer information: name of club, venue and address, age group, gender, ability level- if this is for all levels make sure people know that. Any key selling points of your club (not what teams achieved last year, but friendly, all abilities, inclusive, what will they get out of coming? – fun, new friendships, feel healthy, improve their skills, get fitter)

### 4 - Session at local school

This could be a before school, lunchtime, during curriculum or after school taster – Taster is a good word because it implies 'have a go, no commitment'

Ensure information is relayed about it to home – could be that it is mentioned through School Comms / newsletter

1 – telling parents about the planned session, ensure there are reminders so that parents and pupils don't forget:

- School newsletter
- School Comms process
- Physical Flyer

- Posters at school
- If you have parents connected to the school, once you have it organised and a flyer then ask them to share it in their school Facebook group or other comms they have with school parents.
- Make sure you have insurance to deliver the session.

2 – closing the loop after the session and telling them where kids can go to carry on with the activity and that everyone is welcome regardless of ability. Being clear about what the commitment/ expectation is – will they need to train twice a week with games on the weekend or can they just attend weekly training? Coach should also check if the kids enjoyed the session – what did they enjoy, what didn't they enjoy?

- Ensure coaches invite children to the club's session and ensure they all know they will be welcome
- School newsletter – x club delivered taster, kids had lots of fun learning new skills, all kids are invited to club session on: x
- School Comms process
- Physical Flyer – inviting kids to club session – details, fun, all skill levels
- Posters at school - inviting kids to club session – details, fun, all skill levels
- Parents sharing in Facebook group

### 3 to 6 week course at local school

Have you built up a good relationship with a key contact? Does it look like there could be a group of kids at the school who might be interested? Getting kids from school to the club can be difficult, you could set up a 3 to 6 week after school course to build confidence, build a relationship with potential coaches, generate a confidence in the club that it could be a place where they feel comfortable.

**Promotion** as above

### 5 – Session/ course at a Local Community Centre/ Youth Club

Speak to local Youth Worker/Community Development Officer, find out what they do, whether they have any kids interested in an activity, whether they would be interested in a taster session for their kids, this could be that you end up running a couple of sessions a year to build links, trust and a pathway.

**Promotion** – posters, flyers, utilising their networks

### 6 - Six week New Players course at Club –

Short courses labelled as Beginners or Return to a Sport take away the fear of not being good enough, they can learn some skills, give the sport a go, make some friends, get to know the club and to feel safe and welcome in the environment with no longterm commitment or membership fees required

1. Club news
2. Additional email to members asking players if they have any siblings or friends who might be interested
3. Facebook post

4. Communication to schools
5. Ask players if they have any connections to school where they could spread the word and pass on flyers (particularly if it is their age group)
6. Posters in supermarkets
7. Post flyer and details in local Facebook groups – ask other club members if they can share your post into other Facebook groups and to friends (provide link to the post that you have created if you are asking them through your club news/ email)

**You will need:**

- Physical flyer or poster
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**Comms:** Day, time, venue, girls aged x, a chance to try out a new sport, learn some skills, find out about our club, Free, what to wear/ bring.

**Close the Loop** – what are the opportunities now to keep on playing? Find out what the kids are enjoying, what they would like to do more of, do they want to continue playing socially or do they want to play matches?

These courses can become social once-weekly sessions providing starting points to anyone, but also an opportunity if players decide they want to take a break from training in a team.