

SHARING YOUR CLUB STORY. YOUR CLUB BRAND.

Before you begin to explore your brand, it is important to be clear on who you are and what you do as a club. Once you are clear on this you can begin to develop your brand and the story that you want to share.



WHAT IS A BRAND STORY?

A brand story is a narrative that includes facts and feelings linked with your club, community and services. This has moved on from traditional advertising and is important for clubs to explore to help make wider connections with individuals and organisations.

WHY SHARE YOUR BRAND STORY

- Build a strong, personalised brand
- Grow on the current connections individuals and organisations have with your club
- Gain recognition and attraction from wider audiences
- Connect with your chosen target audience
- Communicate the clubs' values, vision, mission and services
- Guide members (players, parents, spectators, volunteers)

Sharing your brand story is more than just adding a section on your club website about you and your history. Your brand story should set you apart from other clubs and help you share why individuals and organisations should connect with you.

Your story should give you a platform to not just talk about the playing opportunities, or initiatives (services), who you are as a club (values) and where you are going (ambitions), but also about the emotional connection and feelings individuals and organisations have currently or could have in the future with your club.

Being able to share this with authenticity will help give individuals and organisations more confidence in your club.



DIFFERENT WAYS TO SHARE YOUR BRAND STORY

There are a variety of ways in which you can share your brand story and below are just a few examples.



Your history

Your club will have a wealth of history and heritage, so it is important to let others know this as well as share how this has been the foundations of your continued growth and development. Try and flick back through the archives to understand what the need was back then that resulted in the club being born.

Some good questions to reflect on when building your story board:

- Why was the club created?
- What has been the success over the years?
- What's changed and why have things changed?
- What's been your focus?
- How have you been growing and developing to meet the ever-changing needs of your members, the community and your sponsors?

By sharing your history, you are able to emphasise the values that have remained throughout the clubs journey, as well as highlight the adjustments made to continue to meet the needs of your members, demonstrating that they sit at the heart of your club.



Showcase your committee

Most clubs will be built on a bed rock of enthusiastic volunteers who love the game, your club and their community. Highlighting this in an emotive way can help connect your club to your target audience.

Some good questions to reflect on when building your story board:

- Why did those volunteers get involved?
- What is their background/expertise?
- What excites them to support every season?
- How do they connect with the clubs' values?
- How are they contributing towards the club's vision and services?

By adding a human element to your brand story board, it can help your club be relatable to others as well as support with the connectivity between brand and target audience.





Highlight your impact on your members

Your club would not be in existence if it wasn't for players, volunteers and spectators who love our game. Their needs should shape what you do, how you do it and what you offer. A special way to share the story of your brand is to turn to your members and share what the club has done to meet and support their needs.

Some good questions to reflect on when building your story board:

- What have you helped your members overcome?
- What impact has your club had on members?
- How do your values positively impact your members?
- What successes have you seen?

Your members are key to helping you build your brand and through the sharing of real-life stories you have a fantastic opportunity to show true impact.





Take your target audience on your journey

There may be key milestones or major events in your club's history that will relate with your target audience. Connecting these together, through a timeline structure is a wonderful way to tell your story.

Some good questions to reflect on when building your story board:

- What awards have the club & teams been recognised for?
- What innovation has the club demonstrated?
- Did you start or lead a particular project or initiative that was significant to your members or local community?
- What have been the key milestones for growth in terms of numbers i.e. players, volunteers, spectators etc.?

Try and ensure that your journey and the milestones you highlight in your brand story board will resonate with your target audience. Alignment and connectivity are key.

Below are some top tips to consider when developing your relevant brand story

1. Be clear on why your target audience should get involved with your club.
2. Be genuine and craft a brand story that your target market wants to engage with.
3. Communicate openly, honestly and with emotion, this will imply your club is authentic.
4. Your messages should be clear and shared in an effective way that will resonate with your target audience.
5. Create a catchy headline. A capturing opener, followed by credible facts, summarised with an endorsement.



Now you have your brand story in place, we have devised a number of important things for you to consider to help keep your brand and brand story relevant and fresh:

1. Keep the brand story alive, do not let all your hard work go to waste for just one launch – keep the story at the forefront of your target audience's mind.
2. Promote the brand story across all your social media and online platforms. Different target audiences will have preferences for different channels, explore and exploit.
3. Consider developing brand guidelines, including the brand style and ways in which to post across your socials. This can be even more important if coaches or managers manage their respective team accounts. Consistency is key.
4. Communicate openly, honestly and with emotion as this will continue to imply your club, and your brand is authentic.

