

HOW TO COMPLETE THE 'MORE THAN A CLUB' INSIGHT PAGE

The 'More than a Club' insight page has been developed to help you pinpoint your club assets and communicate easily to new and existing members, stakeholders and groups, enabling them to learn more about your club.

Not only can the insight page be a great way to update your current members on the clubs progression and development, it can also act as a promotional tool, showcasing to new partners, organisations and individuals what you are about and more importantly what role you play within the community.

Check out our guide on ['Identifying your club assets'](#) to help you recognise your strengths.



HOW DO WE BEST FILL OUT THIS INFOGRAPHIC?

Below outlines the themes which form part of the insight page but more importantly why they have been included. Understanding the reasoning behind each theme will aid you in adding the most suitable club information.

1. Our mission

Communicating your purpose and what you are trying to achieve will enable more meaningful connections with individuals, groups and organisations. If there is a shared common interest or ambition, the chance of creating a meaningful connection is greater.

2. Our role within the community

Sharing what you believe the role of the club is within the community, will help others see that you are more than just a football club. The club may positively contribute to the local councils' ambitions for a healthier community or cleaner environment, or it may offer a space for other community groups to grow and flourish. Whatever your role is, it is important to recognise this and share it wider.

3. Our members

Showcasing who you support and develop on a seasonal basis is important. Numbers only tell so much, but it's a good way of showing your reach. Remember, this section isn't about having the biggest numbers, it is there to encourage you to demonstrate who you support.

4. Our members collective top skills

Presenting your club members abilities will demonstrate the assets not only you have within your club but also what is within the local community. Remember community engagement is two-way, your strengths may be of interest to other community groups and organisations first, which in turn, may open the door to conversations or opportunities that may then directly support the club.

5. Our main strengths as a club

Providing an opportunity for individuals to play, support and watch the game is a strength of the club but is one that is well known. Here you have an opportunity to identify what other strengths the club has outside of football.

6. Community groups and individuals we are already involved with

Demonstrating who you may already connect with/have connected with, within the local community shows that you can work with other organisations. It may also demonstrate the types of organisations that your club connects well with and possibly share similar ambitions. Don't worry if you don't connect with any groups yet. Be honest in this section and state maybe why but more importantly why now you are looking to change this.

7. Contact us today

Having an up-to-date contact who individuals, organisations and groups can touch base with in relation to your club strengths is key.



WHAT OTHER RESOURCES CAN WE USE?

Clubs may already have some of the information to the questions being asked, in documents such as the constitution or club development plans. While other parts may sit on the club website or social media platforms. If you don't have answers or information, then it's a great time to get your committee together and discuss some of the gaps and determine how collectively you want to work on filling them.

Where data is encouraged to be added, the COMET reporting system will be able to help you extract data and add into the document. You may even have your own data and insight that you want to include, leave no stone turned when looking to showcase what you do as a club.

HOW CAN WE SHARE THIS INFOGRAPHIC?

Firstly, it is important to determine who you want this information to connect with. You may have identified individuals, organisations or groups who have the same/similar mission or vision to you.

You may have seen targeted requests from individuals, organisations or groups who want to work closer with sports or voluntary groups.

Knowing who you want to share the infographic with will help you be specific in how you share it. Below are just a few suggestions on where this could be shared;

- Local community social media platform
- Club social media platform
- Community newsletters
- Printed and placed on a community notice board
- Spoken through on a local radio station / show
- An article in the local paper
- Advertisement on pull up banners, signs etc.
- Information embedded within email signatures
- Information added onto merchandise which can then be given out at events, networking sessions etc.

Remember

Community engagement takes time and dedication. Typically, this type of activity normally sits outside of the remit of the 'day to day' running of the club, so be mindful that progress may take a little longer and patience is key.

