

# IDENTIFYING YOUR CLUB ASSETS



Successful and deep-rooted community engagement is a two-way process. A process where not only do strengths act as a driver to connect with new and different groups but also where overcoming obstacles and challenges also brings people together. Engagement aims to improve and develop the 'wider' community.

Before you begin to connect with the community it's important to take some time to think about your own clubs' assets, its strengths and how you can use these to not only form connections within the community, but to add to the collective community assets.

Consider thinking about the whole club from the work which goes on, on the pitch with the players and volunteers, to what you do away from the pitch such as working within a particular community or working in partnership with external organisations.

You may want to ask those involved in your club to contribute to identifying your strengths. This may help you identify or highlight other strengths which you may have overlooked. Once you have gathered information about your strengths, you may want to share these with your members, stakeholders and the wider community to help you identify the top strengths. This could be done by a small survey or poll.

A series of themes has been identified within this document to help you leave no stone unturned when jotting down all the great strengths you have.

**Community Connections**

**Club Members (players,  
volunteers, spectators etc).**

**Club Places and Spaces**

**Community Activity**

**Foundations (legal,  
governance, planning)**

**Location within the  
Community**

**Marketing  
& Communications**

**Playing/Volunteering  
Opportunities**

**Previous Successes  
/Achievements**

**Projects / Initiatives**

**Relationships with  
Stakeholders**

**Skills and Experiences of  
Committee/Board Members**



**Key questions to get you thinking.**

<b>Themes</b>	<b>Your Strengths</b>
Community Connections	Who do we work closely with? Why do we work well together? What have we achieved together?
Club Members (players, volunteers, spectators etc).	Who do we attract? Why do we attract the members that we do? What do our members love about being part of our club?
Club Places and Spaces	What places and spaces are available to us? How do we maximise these for club and community use?
Community Activity	How has our community activity to date been received? Who have we connected with?
Foundations (legal, governance, planning)	How do we ensure we run smoothly and appropriately? What key foundations do we already have in place?
Location within the Community	Does our location help us grow and develop? Do we attract members new and existing because of our location? What benefits does our location bring?
Marketing & Communications	What tools do we use to get our message out (eg social media, word of mouth)? How do people know who we are and what we do?
Playing /Volunteering Opportunities	Who do we attract? Why do we attract these individuals/groups?
Previous Successes/ Achievements	Why were they deemed successes/achievements? Who was involved?
Projects/Initiatives	What have been some of our most successful projects to date? Why were they successful?
Relationships with Stakeholders	Who do we work with? How have we worked with them? What have been some of the key outcomes?
Skills and Experiences of Committee/Board Members	What skill sets do we have within our committee/board? What experiences do they bring? How do we maximise these skills and experiences?

## Key questions to get you thinking.

Now you have an idea of some of the guiding themes, you can begin to work on identifying your strengths in the table below.

Themes	Your Strengths
Community Connections	
Club Members (players, volunteers, spectators etc).	
Club Places and Spaces	
Community Activity	
Foundations (legal, governance, planning)	
Location within the Community	
Marketing & Communications	
Playing /Volunteering Opportunities	
Previous Successes/Achievements	
Projects/Initiatives	
Relationships with Stakeholders	
Skills and Experiences of Committee/ Board Members	
A different theme identified by the club	
A different theme identified by the club	
A different theme identified by the club	

Having a clear idea on what your strengths are and how they can contribute within and for the wider community is a great first step to understanding true community engagement.

**Alone we can do so little. Together we can achieve so much more.**

– Helen Keller

