

CLUB RECRUITMENT DAY

A guide to support club volunteers plan and deliver an unforgettable club recruitment day

Including Covid-19 considerations



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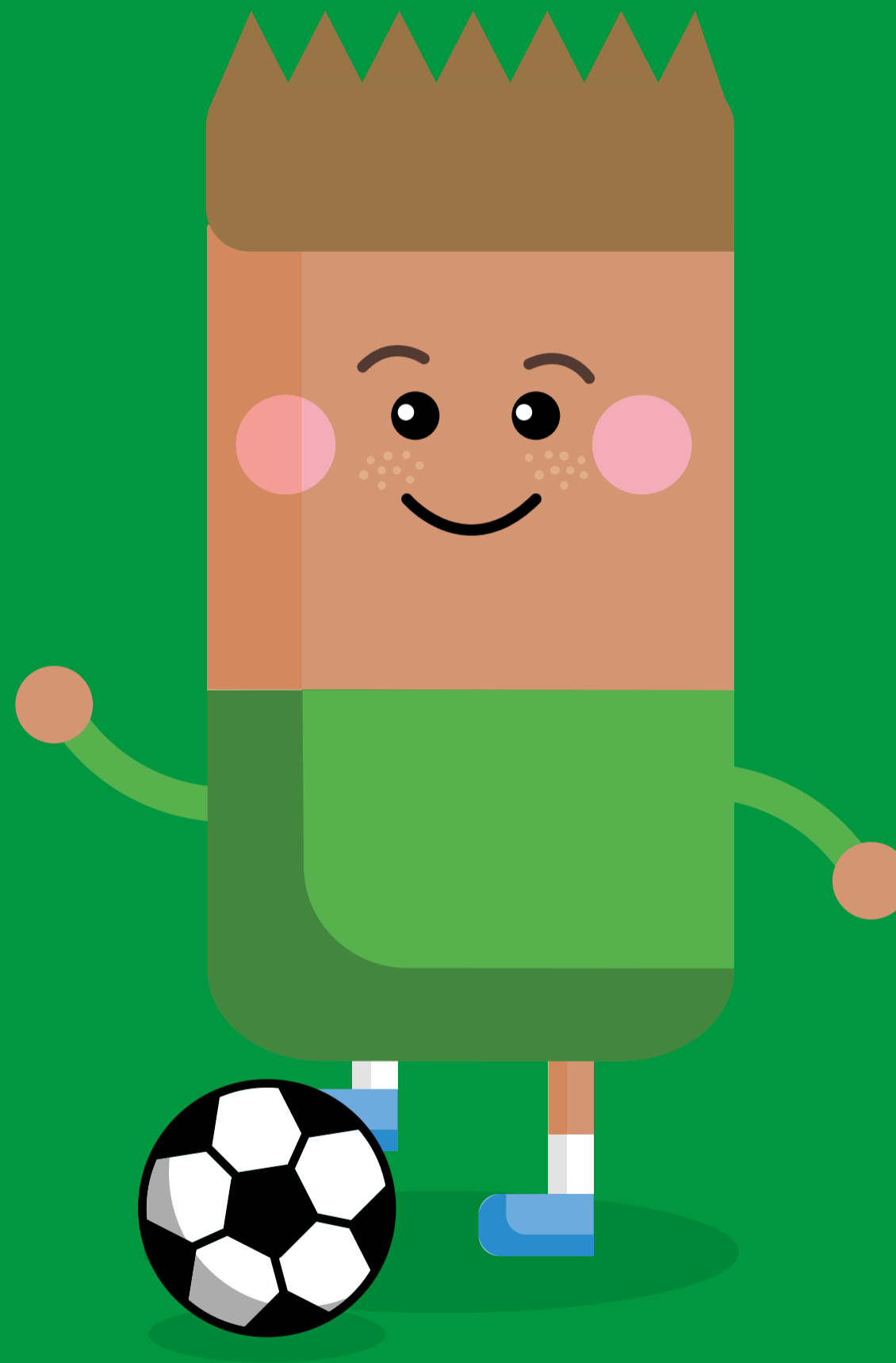
INTRODUCTION

The traditional football club delivery and interaction has been somewhat different over the past 12 months. It is important to begin to understand how key events that make up your football calendar, such as your club recruitment day can still be delivered in a safe, Covid-19 compliant way.

If you want to find out more about how to deliver a club recruitment day virtually, check out the 'Virtual Club Recruitment day' guide.



YOUR CLUB WHY



YOUR CLUB WHY

Football clubs have an integral role to play within the community and these types of events can be the platform needed to;

Enable connection and communication to foster between the club and the wider community,

- Showcase the role and importance your club has within the community
- Attract new members to the club (players, volunteers, spectators)
- Raise awareness of your club
- Support a wider cause or local initiatives

Understanding the benefits these events can bring is a good starting point but it is of even more importance that the club has its own clear 'why' for hosting such an event.

Some key questions for your club committee/board member to consider could be;

- What is the purpose?
- Who does the club want to build and broaden its relationships with?
- What key messages does the club want to share?

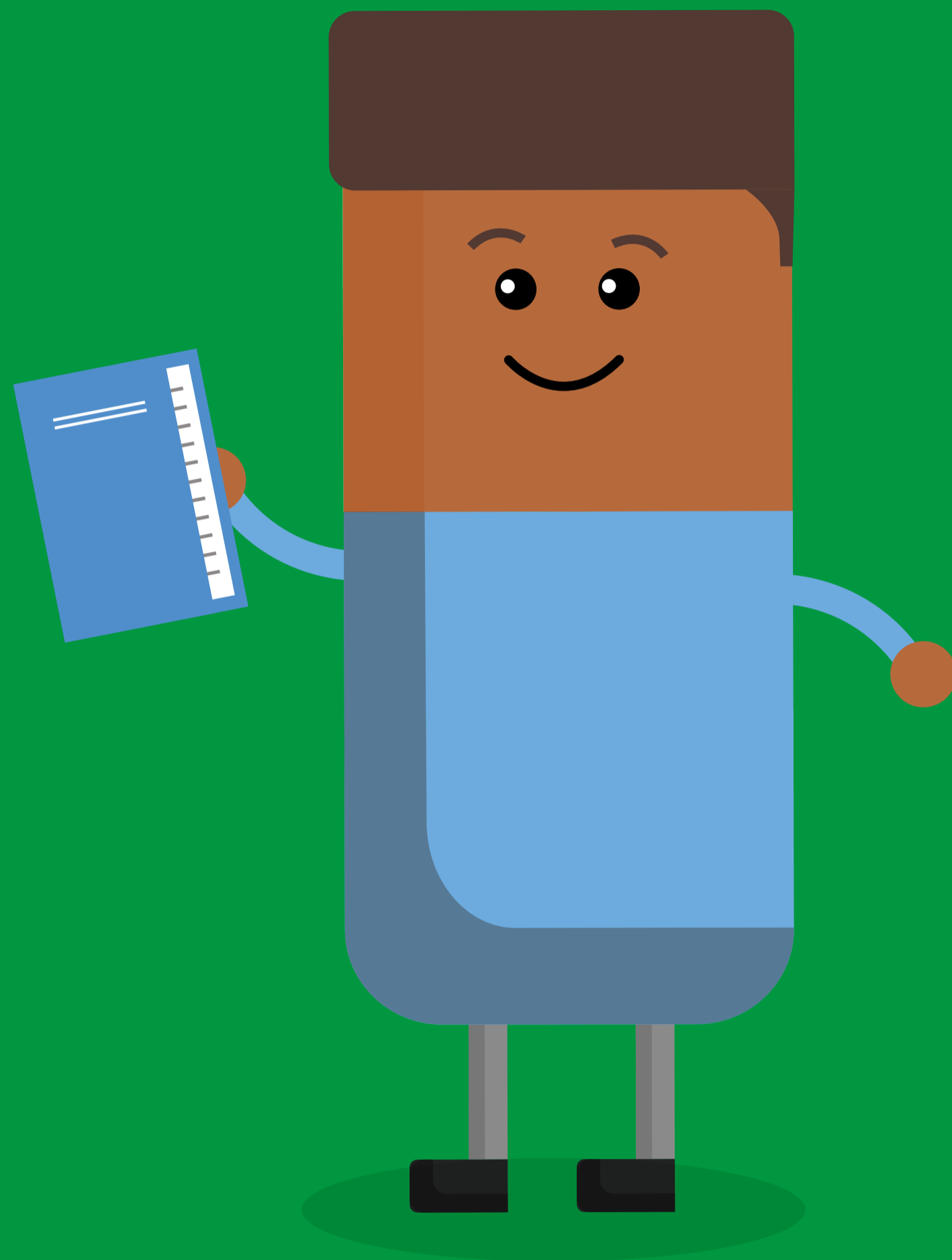
Whatever your why is, it is vital that you have one. Being unclear on your why and the outcomes you want to achieve could lead to a lack of focus from your team and possibly difficulty in judging how successful your event has been.



Your why should underpin all the planning, decision making and delivery of your recruitment day. It can help you as a club be clear on who you want to let know about your event and more importantly why they should attend.



GETTING STARTED



COVID-19 GUIDELINES

As the world continues to navigate its way through the global pandemic, here in Wales we are beginning to progress towards key milestones, which will enable us all to begin to experience everyday life again as we all knew it 12 months ago.

It is vital to remember that our return to everyday life will be heavily adapted to ensure we all remain Covid-19 compliant with football being no exception.

If it is decided that an in person recruitment day is the right option for your club, it is of huge importance that you review the latest government information on Covid-19 and ensure that you are organising an event in line with the current guidelines.

Government guidelines will change so it is important to be flexible with your planning and understand early on that contingency planning will be crucial. To find out more information on the latest government guidance on Covid-19 click [here](#).



1. SELECTING YOUR TEAM

Establishing a team of dedicated individuals to plan, develop and deliver the clubs recruitment day is fundamental. When choosing your team you may want to consider: -

- Individuals who have a good understanding and knowledge of your target audience/ your why,
- Individuals with the necessary skills sets/ expertise needed to support your event,
- Individuals who can commit additional time to support this one-off event.

Getting the right team of great individuals on board is so important and is vital to ensuring that your recruitment day hits all the right notes.

2. KNOW YOUR BUDGET

Understanding the budget aligned to your recruitment day is fundamental. The club will not want to run an event at a significant loss, so it is important that the overall budget is clear and that a tracking and monitoring process is in place.

3. LOOK FOR COMMUNITY FUNDING!

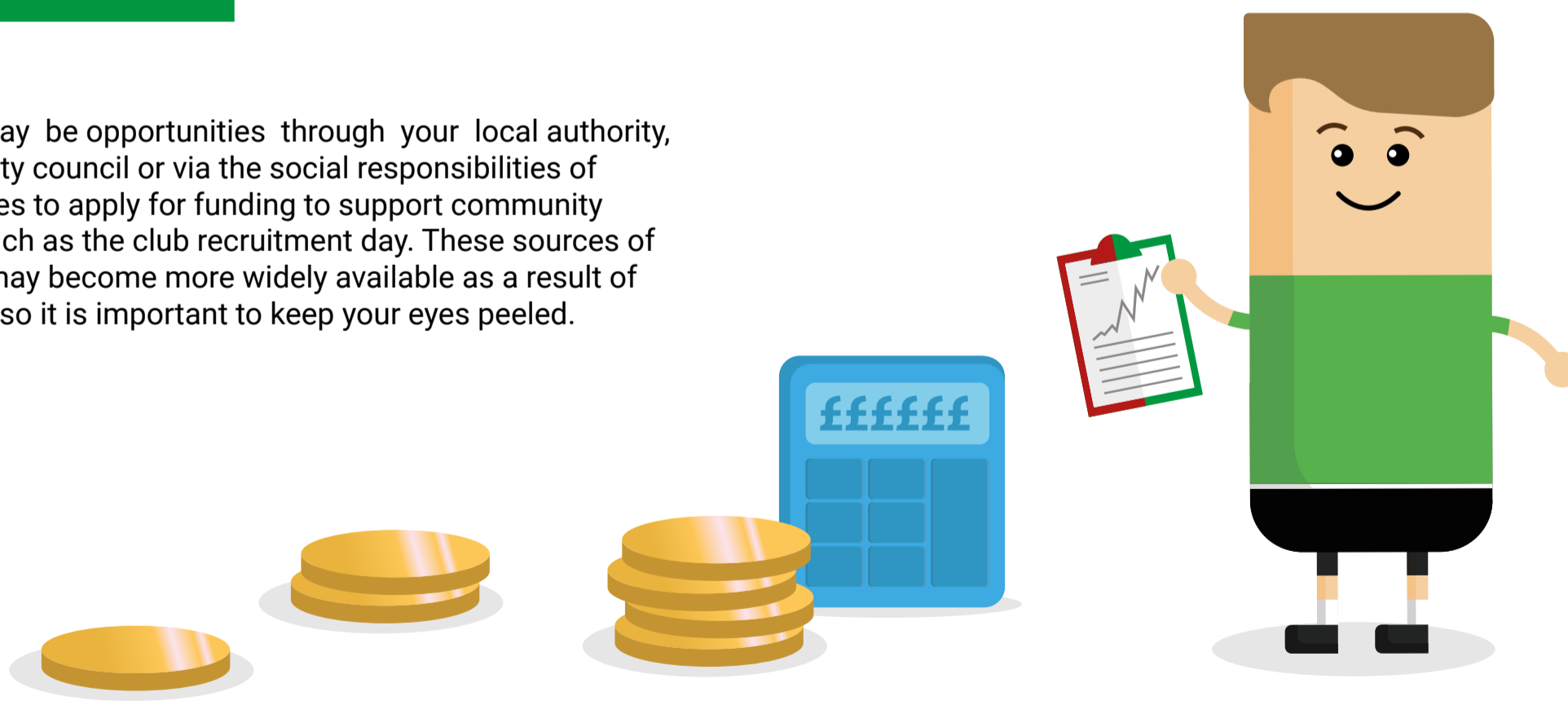
There may be opportunities through your local authority, community council or via the social responsibilities of businesses to apply for funding to support community events such as the club recruitment day. These sources of funding may become more widely available as a result of Covid-19 so it is important to keep your eyes peeled.

4. GET ORGANISED (EVENT PLAN)

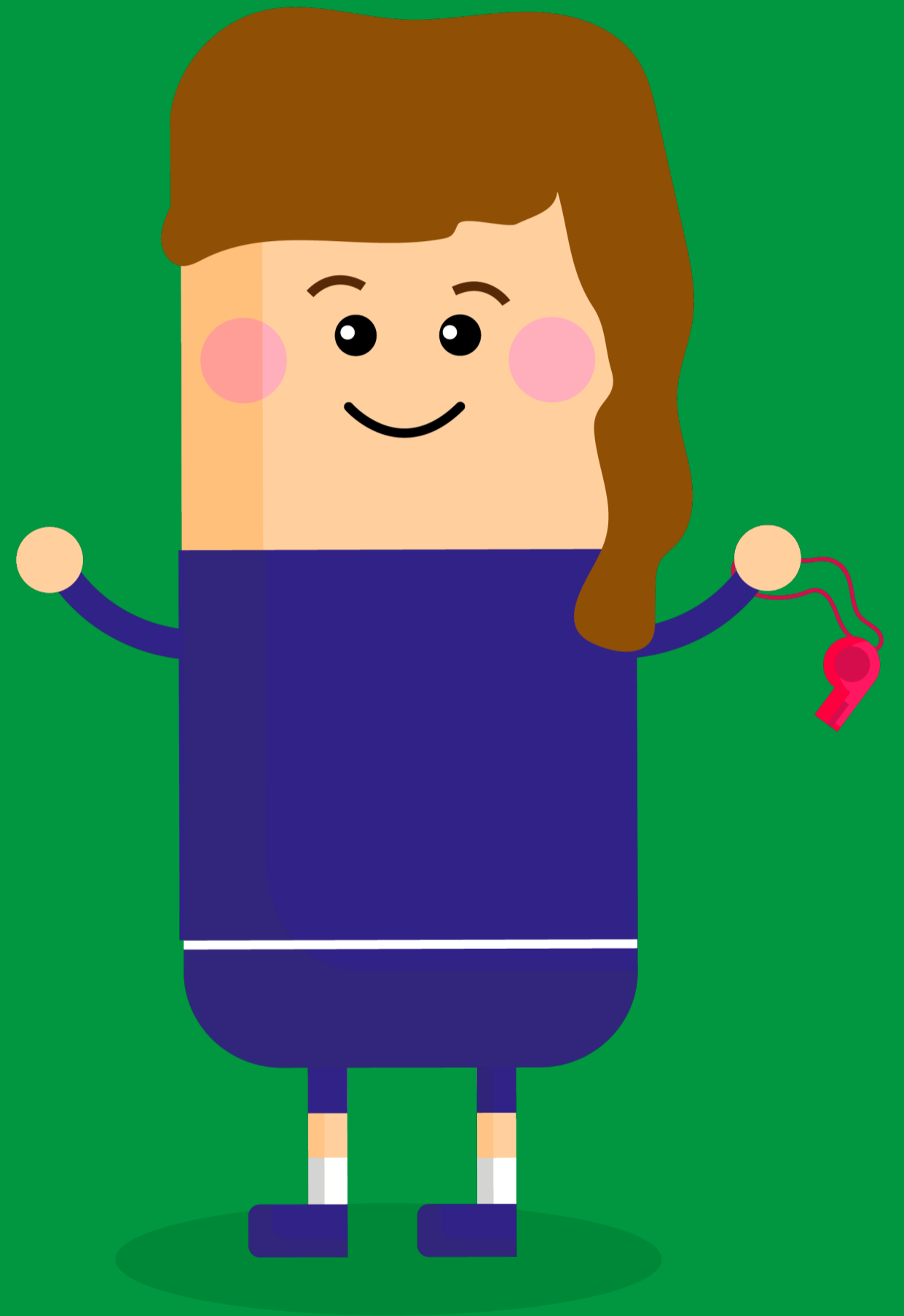
Having a plan in place which outlines everyone's responsibilities will help ensure that the team stay on track and meet key milestones. Ensuring the plan to be accessible and 'live' will aid with the progress of the recruitment day. There are a number of platforms which can support with this and these include;

- GoogleDocs through GoogleDrive,
- Smartsheet,
- Microsoft OneDrive.

As with any platform there will be positives and negatives. Try to understand the best you can these and check with your team if they have used these or others before and what their preferred platform maybe.



PLANNING AHEAD



DETERMINE THE DATE AND TIME – GET IT IN THE DIARY!

Deciding on the date, may seem like the easiest task, but careful consideration is needed to ensure that it is held on the most suitable date and at the right time.

Where possible, ensure that your event does not clash with any local community events, major summer football tournaments including the World Cup, Euros or other large sporting events such as the Olympics, Wimbledon etc. You want your event to take centre stage.

That said, you may want to capitalise on a big sporting event or come together with another community group to make your event even more spectacular. If you do decide to work alongside another community group, remember that community engagement and interaction is a two-way street.

Whatever you and your team decide, the most important thing to do is share the date as early as possible. You want your event, to be the only event, in your guests' calendar for that day!

KEEP THE COMMUNITY IN THE KNOW!

Your football club plays a huge role within the community and it is important to bring residents, organisations and businesses along with you, so early communication is necessary. Suggestions on how this can be done include;

- Informing residents of your event via (local newspaper, community council newsletters, social media groups),
- Speaking directly with residents who maybe directly impacted because of your event e.g., those whose gardens may back onto your pitch/site or live around the ground and may notice increased traffic flow etc.,
- Encourage members to share your event verbally. Word of mouth remains the most powerful method of sharing information so make certain everyone is aware of key information including date, time and how to register.



REGISTRATION PLATFORM

Selecting the right platform to capture registrations will help save administration time and ensure that your guests have a great experience when booking into your event.

One way to do this could be via an online registration system. Having this type of system in place, will enable a live number count to be had so that your task group can ensure numbers do not exceed any restrictions you may have in place but also where additional advertisement maybe required.

One tool which is free to use for free events is EventBrite. EventBrite is a self-service ticketing platform that enables events such as your recruitment day to be created and shared online, making it quick and easy for guests to book onto. The service enables you to share events and registrations via social media.

Event organisers can scan a guest's invite via a QR code scanner which may also prove to be a useful method to comply with any Covid-19 guidelines and reduce the need for any unnecessary human contact. The platform also enables usage of other software packages such as Mailchimp which could support in any follow up communications you may wish to share. More information on this service can be found [here](#).

It is important to remember that if you do have an online registration system, that you still offer the opportunity for potential guests to book on via more traditional methods, such as via the phone or by email.

When capturing personal details ensure that this is in line with GDPR guidelines. More information can be found [here](#).



SAFETY FIRST (PERMISSION, INSURANCES AND LICENSE)

No one likes talking about permissions, insurances, and licenses, but its fundamental and should be at the forefront of your task groups mind. You should ensure that you protect the club, your members, and your guests. More information on the different considerations can be found [here](#).

You should also have in the forefront of your minds the need to plan and complete a risk assessment of your event. This may help you identify additional considerations such as first aid, safeguarding and how to deal with a major incident. More information, including templates can be found [here](#).



GUEST APPEARANCE

You may be fortunate enough to have secured a celebrity, a local politician, or a guest speaker to your recruitment day. Try to understand early on if you can reveal their attendance in advance. It may support with increased registrations.

You may also need to check if there are any additional measures the club will need to do to aid their visit which may need to be factored in during planning stages. Ensure that you dedicate someone specifically to be your guests point of contact for the day. It is wise to have an individual who has a good understanding of the club, the local community and the purpose of your event.

Your special guest may draw some extra interest from local media, so this maybe an additional consideration which your team may need to consider and plan for.



GETTING THE WORD OUT THERE (ADVERTISEMENT)

Advertisement of your event is going to be key in attracting guests to the event. Be open to advertising in different ways, with your target audience at the forefront of your mind this could include;

- Digital flyer on social media platforms to attract parents of young children,
- An article in the local newspaper to attract the older generation,
- Video/Animation.

Having the right imagery and content on your advertisement is just as important as where you land the information. Your imagery should represent and communicate directly to your target audience, your why.

Here are a few useful tips to help you create some eye-catching adverts: -

- Use club branding where possible
- Keep the overall language clear and concise
- Have a good balance between imagery and information
- Ensure that any imagery used is relatable to your target audience
- Include all the relevant, including date, time, location and how to register/sign up
- Communicate clearly why you are holding this event and more importantly why guests should attend (try to keep this to 10 words where possible)

Interested guests should have a point of reference where they can look to find out more

information. A great idea for this could be a dedicated page on your club website, or a 'pinned' tweet or Facebook status. Having the information about your recruitment day at the forefront of your 'club shop window' is key.

Avoid making your interested guests having to search for the information they want. Everything they need should be easy to find!

Where possible, try to share your advert with someone outside of the club before it is shared wider. This may help spot any pre assumptions which maybe made by people who already know the club and as well as any key information which maybe missing.

Remember, advertisement alone will not be enough to share your recruitment day. Word of mouth is still the most powerful forms of advertisement so try and come up with creative ideas to encourage your club members to 'tell a friend.'



RECRUITING THE TEAM

Selecting the on the day team is one of the most important parts of the planning and preparation stage. It is important to remember that together everyone achieves more.

Below are some guiding questions which may support you in selecting your dream team;

Inspire

How will the club inspire individuals from outside the club to support the event?

Recruit

How can the club make volunteering for the recruitment day more 'attractive'?

Train and Develop

Will volunteers require training/ upskilling to support them in their role?

Retain

What can the club do to encourage 'new' volunteers to continue supporting the club?

Celebrate

How can the club thank volunteers who support the event?

Amplify

Are there elements of the day which can be made into smaller, more manageable volunteering experiences (micro-volunteering), which in turn could attract more individuals?

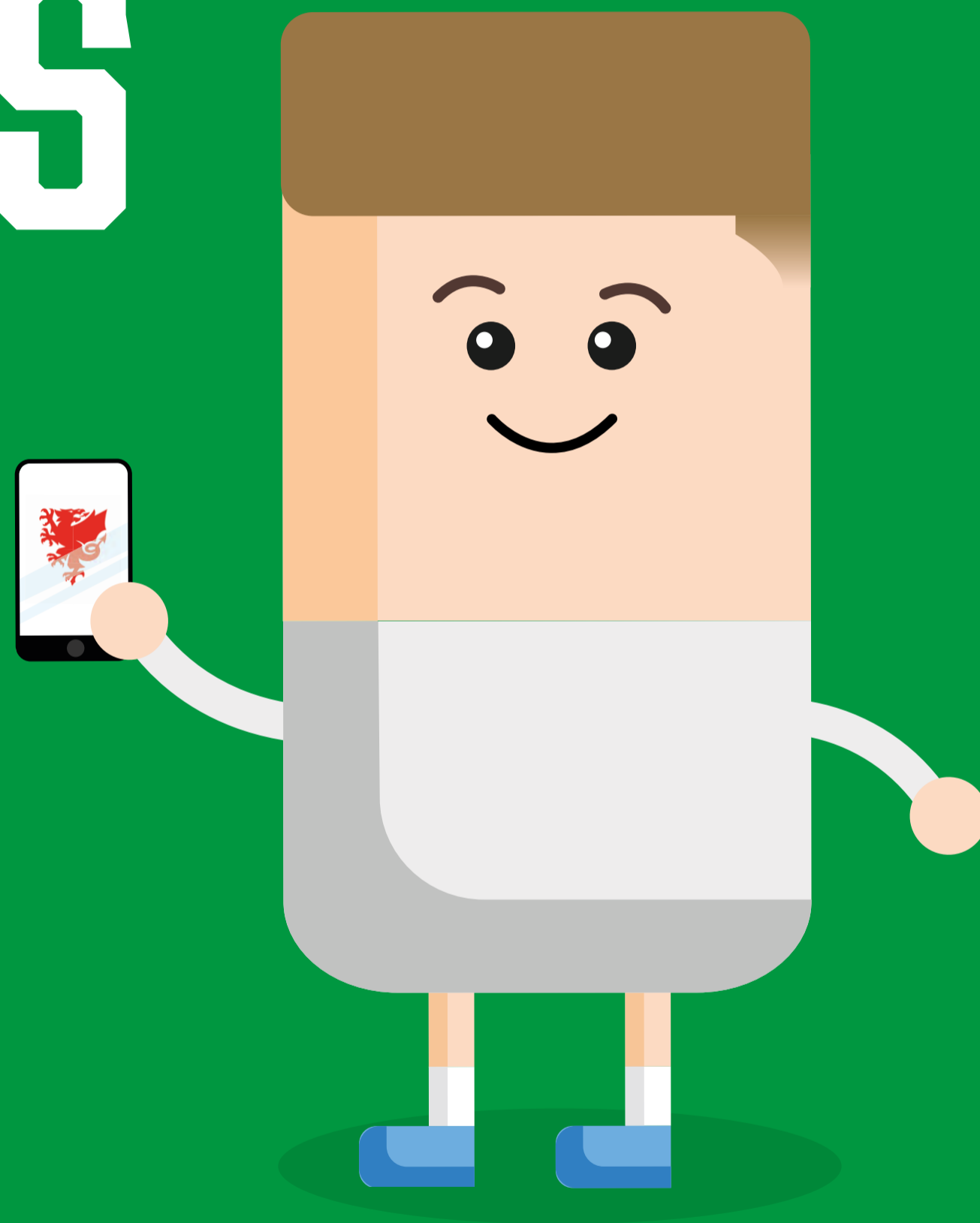
Your team may have additional questions which need to be considered too. Where possible, try to think as broad and leave no stone unturned.

VOLUNTEER COORDINATOR

Depending on the size and scale of your recruitment day, it may be worth considering having a dedicated individual to support and coordinate the volunteers. Your club may already have someone in this role as part of your accreditation level. If your club does not have someone in this role but are considering this for the event, a role description for the Volunteer Coordinator can be found [here.](#)



PREPARING ACTIVITIES



Outlined below are four guiding principles which will help you create a positive, engaging recruitment day.

1. CREATE THE BEST ENVIRONMENT!

Demonstrate professionally, who you are and what you do but ensure that this is balanced with a welcoming and relaxed environment.

- A question to consider: - will your activities showcase who you are and what you can do but in a comfortable and relaxing environment?

2. ALLOW FOR POSITIVE INTERACTION!

Ensure that the levels of interaction are suitable for your target audience. It is important to remember interaction does not have to be in the form of a physical activity or a session, it could be an interaction via a poll, a quiz or Q&A session.

- A question to consider: - will your activities provide good levels of interaction and create a positive environment for everyone, regardless of confidence, experience and ability?

3. PREPARE FOR CURIOSITY!

It is likely that guests will come with questions on your club and what is on offer. Ensure where possible your guests do not go away with more questions than answers. If the question cannot be answered on the day, make sure you follow up after the event.

- A question to consider: - will the structure of your event enable questions to be asked and answers to be shared?

4. BE OPEN AND HONEST!

Look to ensure that you portray a true reflection of your club. Try not to sell 'the dream' if it is not what you are able to deliver week in, week out, you will be found out very quickly. To help provide an honest and open insight into your club, you could explore having parents and players as guests' speakers providing an honest insight into the club.

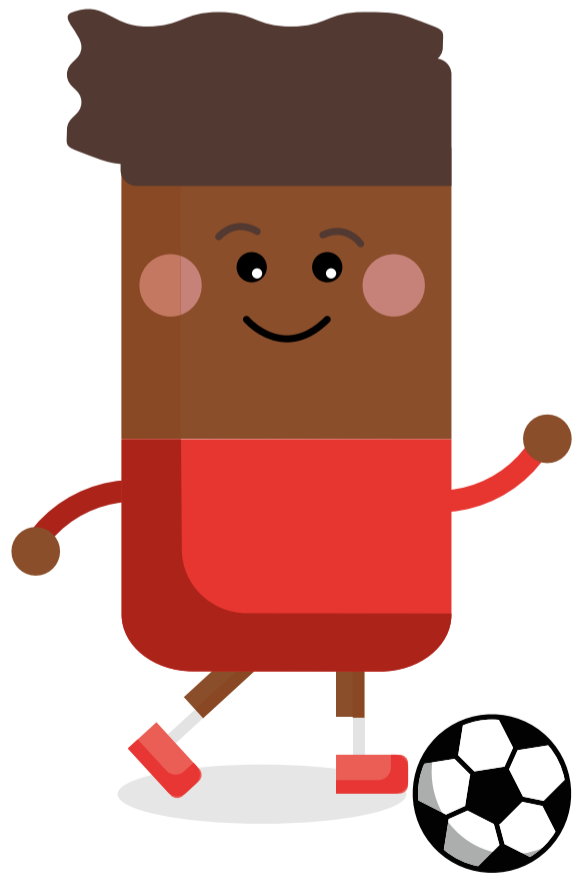
- A question to consider: - will the structure and activities delivered on the day, be replicated throughout the season?



EQUIPMENT

Equipment may seem like an obvious thing to have prepared before your event, but it is normally that last-minute panic. Typically, clubs tend to believe there is plenty of equipment to only find out that it's not in the best condition, there are not enough footballs, or the equipment is sat in a car boot or shed of a coach who is maybe away on holiday.

Understand what you have and what you may want to budget for. It may seem like an additional expense, but any new equipment can go to good use for teams throughout the course of the season, or they could be saved for your next club recruitment day.



SAFEGUARDING

It is important to continue to have safeguarding at the forefront when planning your event. From checking that volunteers are appropriately FAW DBS checked, to ensuring sessions follow the best practice guidelines in relation to player: coach ratio.

Making everyone aware of who your safeguarding lead(s) is for the day will be crucial. Where you can, ensure that the safeguarding lead(s) they are easily accessible and identifiable whether that be by wearing an identifiable top/hi-vis or having them located within a specific area of your event. This will demonstrate the importance you as a club put on safeguarding and provides reassurance to all attending.

For more information on safeguarding, check the FAW latest Safeguarding toolkit [here](#).



INVOLVE THE WIDER COMMUNITY

Where possible, it is important to factor in how you can involve the wider community, from local groups to businesses.

As a club, you may be fortunate to have a club house and/or pitches and these may be seen as luxuries for other community groups who are not as fortunate. Working together with other groups, even if it is to provide a space for others to hold their own event could be hugely impactful.

You may be a club who does not own any element of your training/match day facility and may need to explore how you can work in partnership with other local organisations to share who you are and what you do.

Working collaboratively with other groups can bring many benefits for all and this could include but is not exclusive to;

- Creative ways of delivering activities and concepts, new or existing
- Potential cost saving through joint/shared services
- Share knowledge and information
- Build and foster new and existing relationships
- Opportunity to develop a stronger, more connected community

It is important to remember that community engagement and collaboration doesn't just happen overnight. It can take many years to develop and foster good partners with others. Remember community engagement is a two-way process.



IN THE RUN UP



KEEP AN EYE ON YOUR EVENT PLAN

Checking in on your event plan and the progress being made against key dates and timelines will help ensure that you are on track. Having this as a live document, will enable any necessary amendments and contingency plans to be made if any unplanned challenges/risk have arisen. It also provides a great overview if you need to update your committee or board on the progress made.

REGULARLY CHECK REGISTRATION NUMBERS

Checking in on the registration numbers will ensure that you are within the limits you have set for your event to be Covid-19 compliant.

Look to send those registered for the event a reminder a few days before your event. This can help reconfirm numbers for the day which may also support with any adjustments which may need to be made.



RECAP ROLES AND RESPONSIBILITIES

Ensuring everyone knows what their role(s) consists of will not only enable your event to run smoothly, but will also reduce the number of questions asked, giving you and your team more time to be on hand for other things. Where possible, share all relevant information with volunteers/helpers before the event. A recap on the day is always useful and can help again ensure everyone is all on the same page and any questions can be answered. Be mindful that if you are looking to recap anything on the day of the event that you have communicated this with volunteers prior.

SHARING FINAL INFORMATION

Alongside sending a reminder to guests of your event, this communication can also act as a great opportunity to share any final information before the event.

This could include the entrance and exits, the arrival times and mandatory processes needing to be followed to be Covid-19 compliant i.e. social distancing and regular washing/sanitising of hands.



A 'PRACTICE' RECRUITMENT DAY (DRY RUN OF YOUR EVENT)

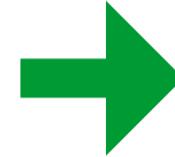
Having a practice run of your event, will enable your team to check that all elements outlined in the planning stages have been included and more importantly nothing is missing. It is good practice to 'dip a TOE' (Try, Observe, Experience) into your

recruitment day, taking a walk in the shoes of your guests and ensuring that your event provides a wonderful experience. The below highlights some key questions for your team to consider at each stage of your day.



INVITATION/PRE-EVENT INFORMATION

- Does the information detailed provide everything your guests needs to know?
- Date & Time
- Location (including any additional information)
- What they can expect
- Key contact (including email address and number)
- What they are required to bring to the event (Covid-19 guidelines – masks for enclosed area e.g., toilets, refreshment huts etc.)



LEAVING HOME

- Have you clearly stated what guests may need to bring with them e.g., a copy of their registration or QR code to scan into the event?
- Have you notified through your social media channels of any traffic delays that you may be aware of and that may impact your event?
- Have you shared a message on the morning of the event, serving as a gentle reminder but also wishing them a safe journey to your event?



CAR PARKING

- Is your car park clearly sign posted?
- Do you have someone to guide your guests from the car park to the entrance?



GETTING TO THE CLUB RECRUITMENT DAY

- Have you included the postcode and additional information to help guests locate your event?
- Have you detailed a series of different transport links/routes to your venue?
- Is it clear where and how individuals should park?
- Do you have any signposts from bus/train stations which can direct guests to your event?

ARRIVAL

- Are your entrances clearly signposted? (You may have multiple ones to comply with health and safety/Covid-19 guidelines so make sure it is clear where your guests should head towards).
- Do you have a welcoming face greeting everyone to you event?
- Do you have in place Covid-19 measures such as hand sanitising and temperature checking station.



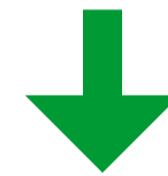
ACTIVITIES AND SESSIONS

- Are your activities clearly signed?
- Do your activities state what they consist of before guests take part?
- Do you have in place Covid-19 measures such as hand and equipment sanitising stations?
- Is there someone on hand to be able to talk to the parents/ carers and answer any questions they may have?



TOILETS AND REFRESHMENTS

- Are your toilets clearly sign posted?
- Are your refreshments clearly sign posted?
- Do you have in place Covid-19 measures such as hand and equipment sanitising stations?
- Do you have volunteers allocated to these areas in relation to Covid-19 guidelines?
- Are these areas regularly checked and cleaned?



ARRIVING BACK HOME

- Do you share a thank you email?
- What follow up information do you share?



LEAVING THE EVENT

- Have you provided your guests with a wonderful experience and insight into who you are?
- Are your exits clearly signed (You may have different exits/ multiple exits to comply with health and safety/Covid-19 guidelines so make sure it is clear where your guests should head towards)?
- Are you wishing your guests a safe journey home?
- Are you able to share any traffic update which you may have been aware of to support a smoother journey home for your guests?



KICK OFF



This is the moment you and your task group have been working towards. It is the day of your event. All your hard work, effort and energy will be seen and experienced by the local community and potential new recruits.

There will be so many moving parts of the day but you and your task group know that you have recruited some fantastic individuals who will help you deliver a memorable event for the community.

WELCOMING AND POSITIVE PEOPLE

First impressions are lasting! Having happy, friendly volunteers placed at your entrance/exit points, on your registration desks and at your session locations will clearly showcase your positive and welcoming ethos.



ON HAND SUPPORT

Sometimes even after the best planning and preparation, there can still be unexpected questions and happenings that occur. Having someone on hand, with an open, positive approach to changes and 'unforeseen' circumstances will help deal with any changes in a positive manner and ensure that the event continues to run smoothly.

SIGNAGE

Having visible signage throughout the event will enable your guests to navigate their way around without getting lost. You may also need to display signage to remind guests of specific events notes and/or Covid-19 regulations. Make sure signage is clear, concise and that it can be accessed by all.



The appearance of your event will also share a message about who you are as a club. It is important to have regular checks of the whole area as well as bins, toilet and refreshment stands ensuring that they are clean and tidy.

Keeping on top of this not only shows that you have a professional approach to running your event but it also clearly demonstrates that you take care in your guests safety and that you pride yourself as a club on the environment and the local community.

Certain areas of your event may also need to be more regularly cleaned and sanitised to align with any Welsh Government guidelines in relation to Covid-19 and hosting events. More information can be found [here](#).

EMBRACE THE EVENT

An enormous amount of hard work and dedication has gone into getting to this point and it is really important that you and the team embrace the day. Take time to listen to the excitement of young guests experiencing your activities. Watch some of your club volunteers and committee members stepping out of their comfort zone by coaching or registering guests. Cherish the appreciation guests share when they leave your event. All these moments happened because of you and your teams hard work and efforts, so make sure you take them in.

Capturing key moments will not only be a great way to store key memories and events associated with the club, but they can also act as post promotional assets used to showcase the success of the event. All imagery captured should be in line with the FAW Photography guidance which can be found [here](#).

SHOW YOUR APPRECIATION

Sharing your appreciation with a simple thank you, really does go a long way. From showing your immediate gratitude to guests for taking time out of their day to join your event, to thanking your volunteers for the hard work they have put in, is crucial and will leave a positive lasting impression with all.



FINAL WHISTLE



POST EVENT THANK YOU

Even though you may have communicated to guests and your volunteering team on the day your gratitude, it is important to still follow up with a written thank-you. You may have not captured everyone as they left your event. There may have been individuals or organisations who supported the event, who were not even there on the day.



KEEP THE CONVERSATION ONGOING

Continue to engage with guests post event. If you have posted any communications/ images/videos look to actively encourage your guests to interact with these through tagging, commenting or resharing.

Share any materials which are suitable for guests e.g., the presentation slides or any signing on forms. Try to capture guests thoughts/feedback on your event through a short, online survey which could be generated by GoogleForms or SurveyMonkey.

Be sure to share the next steps after the event. If guests have expressed an interest to join the club in some way shape or form, share the relevant information and what they can expect next.

There may have been guests who registered their interest but were unable to attend. Following up with these individuals is just as important and this can be done by sharing an overview of your event, a copy of the presentation slides as well as the next steps and when they should expect to receive more information.



UNANSWERED QUESTIONS

Throughout your recruitment day, there may have been questions which the team were unable to answer, so it is vital to follow up on these. This positively demonstrates that as a club you care about the question(s) guests had and that you want to ensure that they have everything they need to make an informed decision. Where you can look to collate these questions as they could also form part of your wider club FAQs which may support other interested guests in the future.

REVIEW AND REFLECT

This section can sometimes be the hardest to complete. After such a long process the thought of completing more work is difficult, but with it typically being one of the biggest events you hold in your club calendar, reviewing what worked well and what could be better next time is an important exercise.

Gathering the thoughts of your guests, the community groups and other organisations you worked with/ who attended your event, alongside those who volunteered will enable you to gather a well-rounded perspective. When looking to understand 'how well did the recruitment day/event do' it is important to go back to your why. Recapping on why you held the event, will help you benchmark your successes and align the feedback you have received.



1.

Determine your 'why' from the offset. This will ensure that you plan, develop and deliver the recruitment day with a clear purpose.

2.

Ensure that the planning of the recruitment day is in line with the latest Welsh Government Covid-19 guidelines and FAW Return to Play guidelines.

3.

Remember to check that the club has the right permissions, insurances and licences to run an event. Compliment this with the completion of a risk assessment.

4.

Maximise the skills and expertise of your Volunteer Coordinator (if you have one).

5.

Select a time and date that is the most suitable and once decided, get sharing! Do not forget to share all the information of your event including date, time, meeting link, meeting code and any pre-tasks you would like guests to complete.

6.

Utilise an online registration system to aid with the tracking on guests registering for the event. Where possible maximise technology to sign guests in and out of your event.

7.

When planning your activities look to follow the four guiding principles: - create the best environments, provide positive interaction, prepare for curiosity and be open and honest.

8.

Safeguarding during your event is paramount. Ensure that the individual responsible for safeguarding can be easily contactable and identifiable.

9.

Explore different ways which enable all your recruitment to happen. This could be via staggered timings, shorter events over a series of weekends, multiple venue usage etc.

10.

Communication is key, so determine the best ways to ensure this does not break down on the day and that key people are always contactable.

11.

Engaging with your guests, partners, stakeholders after the event too. Share photos, feedback and views. Keep the conversation going!

