



**THE FA AND McDONALD'S**  
COMMUNITY FOOTBALL PROGRAMME  
**COUNTY FA TOOLKIT**









## SUPPORTING AND CHAMPIONING COMMUNITY FOOTBALL INTRODUCTION

**T**he FA and McDonald's have worked in partnership for over 15 years to promote high standards in the National Game. In that time, enormous strides have been made in the grassroots game throughout the country in particular, with our partner McDonald's we are delighted to have been able to fund and deliver:

- 6,880 FA Charter Standard clubs
- 715 FA Charter Standard Community clubs

As you know, The FA Charter Standard Programme is a major focus of our £200 million FA National Game Strategy. It has improved coaching standards, increased the number of girls' and boys' football teams and put in place safeguarding children procedures throughout the youth game.

McDonald's as 'Official Community Partner' has worked with The FA to actively support the game's development and we are delighted they have agreed to partner with us until 2018. The new partnership will include a core focus on club-based activities, instead of coaching. There are four core areas of focus:

1. The FA Charter Standard Programme
2. The FA Community Awards presented by McDonald's
3. The McDonald's FA Community Football Day
4. The McDonald's FA Charter Standard Kit Scheme

We are grateful that McDonald's makes an investment into The FA to support the delivery of The FA Charter Standard Programme, as well as fully funding The FA Community Awards and the exciting new McDonald's FA Charter Standard Kit Scheme. In exchange for this funding, The FA commits to making the footballing community aware of this McDonald's support.

Clearly, delivery of all the above activities relies on the hard work of you in County FAs to ensure they reach the people who play or deliver football every week of every year: players, coaches, referees, club and league officials. Equally, we need your support to ensure your local community knows how McDonald's supports the National Game.

This booklet contains guidance notes on all four activities, to make it as easy as possible for you to deliver the benefits all these activities contain. We would also recommend that you try to foster a relationship with local McDonald's restaurants – the owners of the local restaurants in your region. Many counties have already developed relationships, which have given further benefit to their local community. Contacts are provided in this toolkit to support you to make an introduction.

Of course, if there are areas not covered, or if you have further questions, please don't hesitate to get in touch with our team – the relevant personnel and contact details are given on the get in touch page.

The FA and McDonald's would also like to take this opportunity to thank you for your much-valued work to develop the game in this country. Without your diligence and local knowledge, the successful delivery of these Community activities to highlight our FA Charter Standard Programme and overall National Game delivery would simply not be possible.

**KELLY SIMMONS MBE**  
**Director of National Game**

# MCDONALD'S INTRODUCTION FROM SIR GEOFF HURST, MCDONALD'S DIRECTOR OF FOOTBALL

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## **M**cDonald's have been the official Community Partner of The FA for over 15 years.

Throughout, we've seen our grassroots programme go from strength to strength. Support for the local community and rewarding those that run the grassroots game lies at the core of all we do. In partnership with the FA, we have accredited over 7,000 clubs and 300 leagues. We help them to host Community Football Days, encourage them to recognise their volunteers in The FA Community Awards and offer every club a set of free Nike Kits every season.

The McDonald's FA Charter Standard Kit Scheme, offering accredited clubs across England the opportunity to order a free team kit every year continues to prove a huge success. Since its launch, 160,000 children have directly benefitted from the programme. This is a statistic that is a direct result of the work that you, as County FAs, put in to helping us to communicate the benefits of the programme to those on the ground.

Through our Club Twinning Programme, across the country we are seeing fantastic partnerships between County FAs and McDonald's restaurants and within this guide we hope to show you how to make the best use of the support potentially available in your region to help your activities, events and clubs.

2017 is set to be another great year with the 8th annual FA Community Awards Supported by McDonald's and the McDonald's FA Community Football Days launching in February followed by the launch of the McDonald's FA Charter Standard Kit Scheme in April.

I am very honoured to be a part of a programme that looks to support and reward clubs and individuals for the hard work that they put into grassroots football. I am a firm believer that without them we wouldn't have the game we know and love today. The support that you provide clubs and volunteers is vital to them being able to improve and offer more football to more players and we hope that with the help of the McDonald's football programme and our Community Partnership with The FA this makes your challenge a little easier.

On behalf of everyone at McDonald's I would like to wish you all the best and to thank you for your efforts in what is to be another busy four years for the programme.

SIR GEOFF HURST MBE  
**McDonald's Director of Football**







# HOW TO USE THIS TOOLKIT

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This toolkit contains guidance on all four activities of The FA and McDonald's Community Football Programme.

It is designed to make your life, as a County FA much easier, because without your hard work the delivery of the programme would not be possible.

With a couple of exciting new additions to the programme, we want to ensure that you have everything you need to deliver the activities and create better opportunities for your clubs.

The toolkit contains information on;

- The FA Charter Standard Programme
- The FA Community Awards presented by McDonald's
- The McDonald's FA Community Football Day
- The McDonald's FA Charter Standard Kit Scheme

Within these sections you will find out about the programme, key timings, how to deliver activities, how best to promote to your clubs, leagues and volunteers, benefits of the programme and engaging your local McDonald's restaurants.

To make the most of the toolkit we recommend that you follow the below checklist:

- Share the toolkit amongst your County FA staff
- Take note of timings that require action from you, also make your County FA staff aware of these timings
- Use this toolkit to get the most out of each programme in your county

## THE FA AND MCDONALD'S COMMUNITY FOOTBALL PROGRAMME LOGOS



Lead programme logo



The FA Community Awards presented by McDonald's logo



The FA Charter Standard Programme logo



The McDonald's FA Community Football Day logo



## THE FA & MCDONALD'S - COMMUNITY FOOTBALL PROGRAMME COUNTY FA TIMELINE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
<b>FA CHARTER STANDARD</b>			Club Health Check completion Tue 31 Mar								
<b>THE FA COMMUNITY AWARDS</b>	Assets shared with CFAs	Nomination Period Mon 13 Feb - Thurs 13 Apr					People's Award Voting Mon 3 Jul - Sun 30 Jul	National Ceremony Sun 6 Aug			
<b>THE MCDONALD'S FA COMMUNITY FOOTBALL DAYS</b>		Application window open Mon 20 Feb - Mon 13 March		Host events selected and notified	CFD Events						
<b>THE MCDONALD'S FA CHARTER STANDARD KIT SCHEME</b>				Portal open Mon 13 Apr - 30 Jun							

For more details about the above timings, please refer to the specific programme section within this toolkit.





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## What is The FA Charter Standard Programme?

Launched in 2001, The FA Charter Standard Programme supported by McDonald's is The FA's accreditation scheme for grassroots clubs and leagues.

Its goal is to raise standards in grassroots football, support the development of clubs and leagues, recognising and rewarding them for their commitment and achievements.

With this in mind, The FA Charter Standard accreditation is awarded to clubs and leagues rigorously adjudged to be well-run and sustainable – and which prioritise child protection, quality coaching and implementation of the Respect programme.

There are three levels of FA Charter Standard Awards for **clubs**:

1. FA Charter Standard Club for youth and adult clubs: the entry-level accreditation;
2. FA Charter Standard Development Club: for clubs clearly enhancing the quality and scope of their football offering;
3. FA Charter Standard Community Club: acknowledging the most advanced level of club development and football provision.

Each level requires additional criteria to be met.

For clubs who have FA Charter Standard accreditation, the challenge is to progress to the next level or to maintain that level. For clubs without FA Charter Standard status, the scheme provides aspirational points on its development journey.

There is only one accreditation level for **leagues**: to become an FA Charter Standard League.

## Can any club apply for FA Charter Standard status?

Yes, even a one-team club – provided the club is affiliated to its County FA.

The criteria are challenging, but attainable for every club. Once awarded, FA Charter Standard clubs are given an annual 'health check' to ensure the standards of provision are being maintained.

The same level of stringent criteria is applied to leagues aspiring to FA Charter Standard status, although leagues renew their accreditation every three years.

## What criteria must be satisfied to achieve the entry-level club award?

Criteria include:

- Having an FA-trained Club Welfare Officer
- An FA Level 1 coach for each youth team (U18 and below)
- Criminal Record Checks (CRC) for all volunteers involved in youth football teams
- FA Emergency Aid-trained volunteers linked to each team
- Sign-up to and deliver The FA's Respect programme
- Appropriate administration governance in place – in relation to the club's size
- An FA Charter Standard Co-ordinator recruited for each club

Additional Adult Club criteria:

- To be formerly constituted
- Require a set of recent Committee meeting minutes
- Have at least one team playing in an FA-sanctioned league
- Have a bank account in the club's name
- Provide a balance sheet and profit and loss account
- Have a Club Equality Policy
- Link to a feeder club for players
- A good disciplinary record
- A first aider with every team

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Additional Development Club criteria:

- A minimum of five teams covering at least four different age groups
- A Football Development Plan for three to five years
- At least one Level 2 coach coaching one of the teams
- At least one coach who has attended the FA Youth Award Module 1, coaching one of the teams.

Additional Community Club criteria:

- A minimum of ten teams covering mini-soccer, youth and adult football
- Has a minimum of one male and female team
- At least one coach who has attended the FA Youth Award Module 2 coaching one of the teams
- One person who has attended the FA Mentoring Adults course.

## How does a club apply for the FA Charter Standard accreditation?

To apply, clubs should obtain an application form from you, its parent County FA. These can also be downloaded from [www.thefa.com/charterstandard](http://www.thefa.com/charterstandard).

Supporting evidence should also be attached to the completed application form. Such evidence includes a copy of the club's constitution, code of conduct, copy of the latest club AGM minutes and copies of their coaches' qualifications.

## How should you progress the application?

Firstly, the application should be assessed by the County FA nominated officer. Feedback should also be obtained from the leagues that the club plays in. This to ensure the club demonstrates the high standards expected of an FA Charter Standard Club.

Once the application form plus any supporting evidence and feedback is completed, it should all be forwarded to The FA Charter Standard Working Group or equivalent.

This Working Group will assess each application and either recommend the club for an FA Charter Standard award – or provide an action plan to bring it up to the required standard.

If a club meets the criteria, your County will forward all the paperwork to The Media Group – see contact details below – to officially confirm the award and complete the relevant fulfilment requirements to the club. If a club does not meet the criteria, you should work with the club to implement the action plan before re-applying.

### THE MEDIA GROUP

Unit 27 Wilford Industrial Estate  
Ruddington Lane  
Nottingham  
NG11 7EP

**Telephone:** 0115 981 6349

**E-mail:** [enquiries@tmgsupport.co.uk](mailto:enquiries@tmgsupport.co.uk)



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## How long does FA Charter Standard status last?

It lasts for one season and is renewed each year as part of the club's ongoing Annual Health Check process.

The Annual Health Check process should be completed by 31 March of the following season from when the accreditation was awarded. You can set their own local deadline as long as it is prior to 31 March. The health-check ensures the club's voluntary workforce is still in place to cover child welfare – and that the appropriate coaching qualifications, safeguarding and first aid are up to date. You can access and update the club's Annual Health Check forms from their FA Charter Standard page in CAS (County Administration System).

Equally, The FA Charter Standard accreditation can be withdrawn if a club has a poor disciplinary record, fails to attend in-service FA Charter Standard events – or is unable to continue to meet the award criteria.

## What are the main benefits of becoming an FA Charter Standard club?

The benefits are many and varied. Some are tangible and some intangible, but no less valuable.

### **Tangible** benefits:

- Access to the McDonald's FA Charter Standard Kit Scheme to receive one free Nike team kit each season 2014-18 for under-7 to under-16 teams (see section 4 of this booklet)
- Free tickets (upon application) for England youth and women's internationals
- Invitations to local in-service events
- Access to administrative support sessions
- Support with funding applications
- New FA Charter Standard clubs also receive:
- An official FA plaque and certificate
  - Resources to help promote the club
  - £100 worth of official FA Nike matchballs (FA Charter Standard Youth and Adult Clubs)
  - £150 worth of official FA Nike matchballs (FA Charter Standard Development Clubs)

- £200 worth of official FA Nike matchballs (FA Charter Standard Community Clubs)
- Opportunity to become Nike Partner Club (FA Charter Standard Development and Community Clubs)

### **Intangible** benefits:

Overall, FA Charter Standard status is a clear demonstration to all parents, sponsors and the public, that a club (or league):

- Is well-organised, safe and offers opportunities for all
- Has FA-qualified coaches as standard
- Adheres to FA Respect Policies and Codes of Conduct
- Prioritises Child Welfare
- Maintains appropriate levels of discipline
- Has access to the County FA and FA regional workforces
- Can use the coveted FA 'Three Lions' FA crest on its marketing and business materials

All the above can be promoted to recruit new players, members, volunteers and sponsors.

## Are there any additional benefits if a club passes the annual 'health check'?

Yes, these benefits include:

- Official certification that the club's FA Charter Standard status has been renewed.
- Four additional Nike matchballs (FA Charter Standard Youth Clubs)
- Five additional Nike matchballs (FA Charter Standard Adult clubs)
- Five additional Nike matchballs (FA Charter Standard Development Clubs)
- 10 additional Nike matchballs (FA Charter Standard Community Clubs)



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## Is there a different process leagues should follow to achieve FA Charter Standard status?

Leagues interested in attaining the FA Charter Standard status should register their interest by completing the FA Charter Standard League registration form and sending it to their County FA office. Once a league has registered, a nominated officer from the County FA should contact the league to confirm how to access the resources and incentives for the programme and to arrange a meeting or invite the league to a workshop with other leagues.

The second step is to audit and assess the league against the FA Charter Standard criteria, then work with the county on an action plan to achieving the criteria. Once this criteria is achieved, the county will approve FA Charter Standard status and organise the official plaque and other benefits. The county will then work with the league on continuous development and the health check.



## The FA Charter Standard League criteria includes

- Evidence of how the league plans to retain/grow the number of male, female and disability teams (mini-soccer, small sided and 11v11) as appropriate
- At least 60% of teams in the league have Charter Standard Club status, working towards 100% within two seasons
- The league actively promotes the FA Respect Programme
- The league has an equality policy and complaints procedure that adheres to The FA equality policy and complaints procedure template
- The league has a safeguarding children policy and procedures that adheres to FA requirements (youth leagues only)
- The league has a named Youth League Welfare Officer who has an Accepted Enhanced FA CRC check and has been on the Safeguarding Children and Welfare Officer Workshops (youth leagues only)
- The league is committed to reviewing existing and developing appropriate competition and training programmes for youth players in line with The FA's Youth Review
- Promoting a culture of learning where there is an emphasis on player development over results
- A coach education programme
- The league is sanctioned by The FA or CFA as appropriate
- The league is signed up to The FA Standard Code of Rules
- The league has a Charter Standard League agenda item at league meetings
- The Youth League Welfare Officer and Charter Standard League Co-ordinator sit on the league committee
- The league has a web-based administration system for results, tables and fixtures. FULL-TIME is recommended for this purpose but it isn't mandatory
- The league has a named volunteer Charter Standard League Co-ordinator
- The league provides a minimum of three continuous professional development (CPD) opportunities per season for league volunteers and member clubs
- The league has a development plan that identifies key development objectives and targets linked to the National Game Strategy key goals and enablers
- The league has an agreed support package with its CFA

As part of the benefits, each Charter Standard League is eligible for two tickets to The FA Community Shield courtesy of McDonald's.



## Are there some best-practice examples to follow?

Cambridgeshire FA wanted to promote The FA Charter Standard Programme in its region, so decided to use a local professional footballer to champion the programme. Cambridge United's Josh Coulson was the ideal candidate – not only is he The U's longest-serving player, but he also used to play for Cherry Hinton Lions, a local FA Charter Standard club.

Cambridgeshire FA felt that Josh Coulson epitomised the positive links between grassroots football and the professional game, so CEO Chris Pringle agreed that the county would sponsor the player for this season. Coulson has become the 'Cambridgeshire FA Charter Standard Ambassador' with the aim of raising awareness of the programme.

Chris said: "We are delighted to have a direct link with Josh, and with his local club background we can showcase grassroots football and continue to raise standards. Over 90 per cent of our youth clubs are now Charter Standard, so where parents and players see the kitemark they know they are joining a good club."

Jez George, Cambridge United's Director of Football, added his support to The FA Charter Standard Programme through quotes for a press release to local media. "It is important for us as a football club, but also for our Community Trust, to be visible in our support and links to community clubs and to the community in general.

We work closely with Cambridgeshire FA and this tie in with Josh is a great example of that."

## Tips to engage your McDonald's restaurant(s)

McDonald's network of restaurants offer you an opportunity to utilise a regionally relevant spokesperson to support your county based McDonald's activity throughout the year.

McDonald's restaurants are encouraged to become more involved with the football programme from donating kit and equipment to supporting club events and participating at stages of The FA Community Awards.

There is plenty going on throughout the year that your local restaurant could potentially support, so if you would like to try and incorporate them within your plans around McDonald's relevant activity please feel free to contact Red Consultancy who will provide details of the most relevant contact in your area. Please email [McDonaldssportsteam@redconsultancy.com](mailto:McDonaldssportsteam@redconsultancy.com).









## What are The FA Community Awards?

The FA Community Awards presented by McDonald's were launched in the 2010-11 season to recognise and reward the people, clubs and leagues that deliver grassroots football in England. The Awards ceremony is staged at a special reception at Wembley Stadium prior to The FA Community Shield kick-off.

The Awards are split into eight categories. Each category is judged at county and regional level before a national shortlist is created from the regional winners of each category.

The national winners for each category – except for the 'People's Award' (known as the 'Outstanding Contribution Award' in county and regional rounds) – are chosen by a national judging panel and winners are informed ahead of the Awards ceremony.

The national winner of the 'People's Award' is voted for by the public and announced at The FA Community Awards. This special award celebrates exceptional volunteering efforts and carries even more importance through the public vote ratification.

## WHAT AWARDS CAN BE WON?

The eight award categories are:

- The FA Charter Standard Club of the Year
- The FA Charter Standard Development Club of the Year
- The FA Charter Standard Community Club of the Year
- The FA Charter Standard League of the Year
- The FA Young Volunteer of the Year (under 25)
- Coach of the Year
- The Best Inclusive Project of the Year
- The People's Award - Outstanding Contribution to Community Football

Note: nominees may have involvement in football as part of employment, but they should be volunteers in the role for which they are being nominated. Please see Appendix 1 for the judging criteria for each award.

## How are people nominated for an FA Community Award?

Volunteers should be nominated by someone else (not themselves), while anyone involved in a club or league can nominate their own club/league. You are able to invite leagues/clubs/officials to apply in order to encourage a large number and high standard of award entries.

Online: Entrants for all categories can be nominated via an online form hosted in a new area on TheFA.com. The direct link will be [www.TheFA.com/CommunityAwards](http://www.TheFA.com/CommunityAwards)

By post: Paper entries (see copies in Appendix 2) should be sent to the address indicated on the form and received no later than the nomination closing date. Paper nominations sent to you and not forwarded to The FA will not be included in the final nomination count for your County FA.

The FA will monitor nominations every week during the nomination phase and provide you with an up-to-date number of nominations per category. These numbers can be viewed on MyFA.

Following the close of the nomination period you will receive an online pack from The FA containing all your nominations.

## What are your responsibilities in the judging process?

You are responsible for setting up a judging panel to decide your county winners for each award category. It is suggested that judging panels comprise a selection of the following:

- County FA staff
- Board/committee members
- FA Charter Standard working group members
- Club members (to ensure transparency)
- McDonald's restaurant representative
- Past FA Community Award Winners

Note: If you decide to invite a member of a league or club, they may have a vested interest in one of the award categories. If this is the case, you will need to ask them to step out of the room during the judging of the relevant category.





## Judging Panel checklist

### BEFORE THE PANEL IS HELD

- Confirm the composition of the judging panel (ensuring agreement from your Chief Executive)
- Set date/time location of panel meeting
- Prepare agenda with order of award judging
- Contact panel members inviting them to be involved and providing the date/place/agenda for the meeting

### AT THE MEETING

(Note: supplying the items below prior to the meeting is advised to speed the decision-making process):

- Supply the panel with judging criteria (see Appendix 1)
- Provide the panel with nominations in each category
- You will need to decide on the voting procedure to decide a winner in case you cannot make a unanimous decision. Ensure everyone is happy with a majority vote winner if necessary

### FOLLOWING THE MEETING

- Ensure you thank the panel, either in person, email or by post
- Provide winners' names and nomination forms to your FA Regional Delivery Manager on the winners form provided

### AFTER THE JUDGING HAS TAKEN PLACE

- Winners should be entered onto the County Winners' Form (see Appendix 3) and a copy sent to your FA Regional Delivery Manager (along with appropriate nomination forms)
- Next you will be sent a prize pack. Please include the date of your Awards ceremony on the form to ensure a timely delivery
- We would encourage you to use the template releases (see Appendices 5-7) to promote your county winners. Additionally, a PR agency (Red Consultancy working on behalf of McDonald's) will contact you if they intend to use one of your county winners to generate PR/media coverage

## How do the regional judging panels work?

The regional judging panels consist of the FA Regional Delivery Manager (RDM), County FA representatives, specific coaching club or league representative and other guests as appropriate.

Once this panel reaches a decision, the regional winners will form the shortlist for the national awards.

- Once RDMs have notified The FA and the relevant County FA, The FA will send the regional prizes to the County FA to be awarded/distributed
- We would encourage you to use the template releases (see Appendices 5-7) to promote your county winners. Additionally, a PR agency (Red Consultancy on behalf of McDonald's) will contact you if you have a regional winner advising whether they will be centrally looking to gain PR/media coverage
- It is your responsibility to make your winners aware of their regional success. Again, please use the relevant copy to include in your communication (see Appendix 11)

Note: The FA will contact national winners to inform them of their national success and The FA and McDonald's will also invite them to the national FA Community Awards ceremony. The FA will make the relevant County FAs aware of any national winners they may have.

## COUNTY FA CEREMONIES

These local award ceremonies offer a fantastic opportunity to publicise football in your community, your county's role and to increase awareness of The FA Community Awards presented by McDonald's.

Your County FA will probably organise your own FA Community Awards local ceremony or celebration to reward the winning volunteers, leagues and clubs supporting grassroots football in your community.

We have found that the following types of celebration or ceremony to be popular across the country:

### Presentations

- Individual presentations at the relating FA Charter Standard club
- Presentation at County offices
- Half-time presentation on the pitch at your local professional club

### Ceremonies

- Ceremony held before a County Cup Final
- Small ceremonies (up to 25 people)
- Medium-sized ceremony (between 50-100 people)
- Large ceremony (between 100-200 people)

We would like to encourage you to do one of the above to recognise and reward your county, regional and national winners of The FA Community Awards.

However you reward your winners, we would like to provide you with support in the form of a branding toolkit to help make your event a great success and to provide some recognition for McDonald's, whose investment makes The FA Community Awards possible. Some of these resources will work for presentations off-site, while all of them would be useful for a county-staged event.

- Certificates
- Photo backdrop
- PowerPoint presentation template
- Running order template
- Invitations template
- Name cards template

You will also be provided with pull-up banners courtesy of McDonald's, to be used at all events relating to The FA McDonald's Community Football Programme including The FA Community Awards county ceremonies.





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Here are some ideas and tips below to get the most out of this branding toolkit.

### **SMALL OFF-SITE CEREMONY FOR THE FA COMMUNITY AWARDS**

If you host an event for up to 25 people at a local football club – either a winning FA Charter Standard club ground or professional club's stadium, there are assets in the toolkit that can support your event. Firstly, you can use the invitations template to create invites for your winners and guests. If you are hosting the event in a clubhouse or hospitality box, you can set up a PowerPoint presentation to present the background to the awards and to give some build-up to the announcement of the awards. Pull-ups can be used to dress the area where you are hosting the winners to make the event even more professional. Certificates can be handed over to winners with their prizes and handovers undertaken in front of the photo backdrop to ensure official-looking photos for your website and local media promotion.

### **CEREMONY HELD AT THE COUNTY CUP FINAL**

Often counties will hand out the local FA Community Awards at a big event combined with other county awards with up to 100 people attending. Staging this at a County Cup Final is a good way to showcase local football through a good-quality match and save on venue/operating costs. Awards can be presented in a hospitality lounge or on the pitch pre-match or at half-time. Again, there are several assets that can be used from guest invitations to PowerPoint presentations, to pull-ups to dress the reception at the ground and hospitality lounge.

The certificates add an extra special element for the winners and staging an 'official photo' in front of the photo backdrop creates some magic for the attendees. The running order template will be particularly useful to ensure the event runs smoothly.

### **LARGE CEREMONY**

Some counties without their own ground will hire a local venue to act as a showcase for a big awards ceremony. This can become a focal point in the local footballing calendar to celebrate grassroots football and provides the county with the chance to give something back to the local community. For this type of event, the running order template will be vital to ensure everything goes smoothly. The ticket template

can be used to give a professional look from the first communication, through to professional-looking certificates for winners. The pull-up banners and photo backdrop will help to dress the event and the PowerPoint template will look impressive on a projection screen telling the story of local football, the nominees and, of course, the winners.



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## What is the timeline for The FA Community Awards 2017?

<b>January</b>	Digital asset distribution and awards timeline
<b>Monday 13 February</b>	Launch activity E-shot to Charter Standard network
<b>Monday 13 February</b>	Nominations open
<b>Thursday 13 April</b>	Nominations close
<b>Monday 17th April</b>	CFA's receive compiled nomination forms
<b>w/c Monday 24th April</b>	CFA panels decide County winners CFA's to indicate date of their Awards Ceremony
<b>w/c Monday 1 May</b>	CFA's send winner's form and relating nominations to Regional Manager and The FA CFA's to inform county winners
<b>w/c Monday 8 May</b>	PR announcement of county winners to media
<b>w/c Monday 8 May to</b>	Regional panels decides regional winners and inform the CFA
<b>w/c Monday 22 May</b>	CFA's to inform regional winners
<b>w/c Monday 22 May</b>	Regional Managers send regional winners and nominations to The FA
<b>w/c Monday 5 June</b>	PR announcement of regional winners to media
<b>w/c Monday 19 June</b>	National panel meets
<b>w/c Monday 26 June</b>	National winners announced (excluding People's Award)
<b>Monday 3 July</b>	Peoples Awards (Outstanding Contribution) voting opens
<b>Sunday 30 July</b>	Peoples Award (Outstanding Contribution) voting closes
<b>August</b>	The FA Community Awards, presented by McDonald's 2017 ceremony
<b>August</b>	PR to issue post event National Winners release with Ceremony images to regional media







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## What do the winners receive?

The FA and McDonald's fund prizes for winners at county, regional and national levels. These prizes are:

### COUNTY AWARD WINNERS

- Official award certificate
- Two general admission tickets to The FA Community Shield supported by McDonald's
- FA Charter Standard Club or Adult Club: equipment Starter Pack (4 x size 4 training footballs and ball bag) and £100 coach education bursary
- Development Club: equipment Intermediate Pack (4 x size 4 training footballs, ball bag, bibs) and £200 coach education bursary
- Community Club: equipment Elite Pack (4 x size 4 footballs, ball bag, bibs, set of cones) and £250 coach education bursary
- Coach of the Year/Young Volunteer of the Year/People's Award: Personalised top
- Best Inclusive Campaign: equipment Elite Pack
- FA Charter Standard League: 5 x Charter Standard Footballs and £100 coach education bursary

### REGIONAL AWARD WINNERS

- Official framed award certificate
- Two general admission tickets to The FA Community Shield supported by McDonald's to recognise all winners
- FA Charter Standard Club: official plaque and £200 coach education bursary
- FA Charter Standard Development Club: plaque and £400 coach education bursary
- FA Charter Standard Community Club: plaque and £600 coach education bursary
- Coach of the Year/Young Volunteer of the Year: £100 kit voucher and £200 coach education bursary
- Best Inclusive Campaign: £200 kit voucher
- People's Award: Invitation (plus guests) to The FA Community Shield to recognise all winners

### NATIONAL AWARD WINNERS

- Official engraved trophy
- Invitation (plus guests) to The FA Community Awards Ceremony presented by McDonald's

## REWARDING YOUR WORK AT THE CFA

The FA and McDonald's really appreciate the work you have undertaken to promote the awards, gain nominations and judging. With this in mind, The FA and McDonald's will provide you with:

- Tickets to The FA Community Shield to recognise all your winners' – and your hard work
- Those CFAs who have a national winner or People's Award nominee will be invited to attend The FA Community Awards national ceremony, taking place at The FA Community Shield supported by McDonald's





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## What resources are available to help promote the awards - and encourage nominations?

There are several types of resource, which you can use across digital or traditional (print) channels. The goal of all these resources is to ensure we achieve the maximum number of nominations and engagement with your local community.

Digital resources:

- Banners and MPUs (Mid-Page Units) for you to place on your website and distribute to leagues and clubs to place on theirs
- Email signature
- Printed posters available on request by emailing [facommunityawards@TheFA.com](mailto:facommunityawards@TheFA.com)

Other suggested ways to promote the award scheme:

- Editorial in existing County FA e-newsletters
- Editorial in County FA magazines
- Email your working groups and county representative to ensure they are aware of the award scheme – and share this information with their contacts
- Twitter – see social media section
- Post messages on your County FA Facebook page with a link to nomination website
- Approach local media with press releases (see Appendix 5)

All these avenues will assist in creating awareness and driving nominations.

Note: If you feel there is a particular club, league or individual you, as a County FA, want to nominate, that is fine – it does not matter if they are nominated twice.

## Social media – tips and techniques

Social media is an affordable and simple way to drive interest and nominations.

McDonald's run a dedicated FA Community Awards Twitter feed. The handle is: @BetterPlayUK ([www.twitter.com/BetterPlayUK](http://www.twitter.com/BetterPlayUK))

All the latest news and updates from the awards will be posted regularly and we encourage you to get involved in the conversation.

It's easy to get started:

Start following @BetterPlayUK:

- Tweet to encourage others to follow as well. For example: "Want to hear more or get involved with this year's FA Community Awards 2015? Then follow @BetterPlayUK for all the latest news."
- You can also add a link to the @BetterPlayUK on your Facebook or web page to encourage people to follow

Retweet:

- Local press coverage and nomination drives will be shared and tweeted via @BetterPlayUK
- Retweet and let the clubs and volunteers in your County know

Interact:

- Respond to queries from clubs or leagues about the awards
- Encourage clubs to tweet about their nominated coaches or volunteers etc. and retweet and respond to these nominations

You can view the McDonald's social media plan in Appendix 11.





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## Are there some best-practice examples my County FA can follow?

Press and Publicity Officer Chris Evans took on the role of promoting the awards this year for Essex FA and managed to receive 115 nominations. Chris puts this success down to the fact that he knows what works well for his county.

He started by announcing the award nominations opening on [www.essexfa.com](http://www.essexfa.com) and as the site attracts 13,000 unique users per month, this is a good first hit. Chris then published a reminder before the nominations closed, as well as covering the later regional and national winner stages. Each of these news stories were sent via e-mail to around 200 local and national media contacts, gaining some good pick-up. Chris finds that anything linked to The FA and rewarding local people will attract media interest.

Essex also has a comprehensive system in place for Twitter using an app called 'Social Oomph', which was used to drip feed tweets with links to the various news stories Chris had created from the nominations press release. The web stories were also publicised on the county Facebook page.

Essex FA also has an internal 'County Gazette' publication, which is a digest of recent news stories sent on a monthly basis to staff, council members and affiliated leagues/competitions. In addition, Ian Bent, FDO, emailed every FA Charter Standard Club at intervals throughout the process and ran a countdown (e.g. three weeks left to enter, two weeks left to enter). Each Football Development Officer proactively targeted clubs within their area who they thought should be nominating.

On Sunday 10th August, in conjunction with The FA and McDonald's, Essex's County and Regional winners from the FA Community Awards and some of the runners-up were treated to a day out at the FA Community Shield game at Wembley Stadium, including coach travel and refreshments throughout. Feedback suggests everyone really enjoyed themselves. This meant some additional coverage for The FA Community Awards and will be used to generate interest in submitting nominations for 2015.

## Tips to engage your McDonald's restaurant(s)

McDonald's network of restaurants offer you an opportunity to utilise a regionally relevant spokesperson to support your county based McDonald's activity throughout the year.

McDonald's restaurants are encouraged to become more involved with the football programme from donating kit and equipment to supporting club events and participating at stages of The FA Community Awards.

There is plenty going on throughout the year that your local restaurant could potentially support, so if you would like to try and incorporate them within your plans around McDonald's relevant activity please feel free to contact Red Consultancy who will provide details of the most relevant contact in your area. Please email [McDonaldssportsteam@redconsultancy.com](mailto:McDonaldssportsteam@redconsultancy.com).

Please ensure you provide them with the event dates well in advance.



# THE MCDONALD'S FA COMMUNITY FOOTBALL DAYS



The FA is working with its Official Community Partner McDonald's to celebrate grassroots football and create opportunities to play for all across England. Taking place each summer, Community Football Days are a showcase of grassroots youth football in your area and are hosted either by a County FA or an accredited Charter Standard club.

Community Football Days provide participation opportunities for those families and young players new to the game and for those who already play, regardless of their ability or experience, as well as being used as a recruitment vehicle to help continue to grow the game. In 2016, clubs that hosted Community Football Days saw a 52% increase in new players, and a 47% increase in volunteers.

Depending on the objectives of the host club or venue, recruitment could focus on new players across boys, girls or mixed teams, new teams at different age groups, new volunteers, new fans and spectators or even the recruitment of funds to help maintain the hard work your club or County FA undertakes each week. Tournaments are a great platform to encourage participation as well as hosting FA Skills and drop-in sessions for those not yet a member of a team.

Ultimately, a Community Football Day should adopt a “something for everyone” approach, with refreshments, fun games and activities, inflatables etc. for everyone in attendance on the day but with football at its core.

The FA and McDonald's, in collaboration with the local County FA, will select a Community Football Day to support in each county with branding, equipment, an event toolkit and social and digital support to help raise awareness of your event and drive attendance.











## What happens at The McDonald's FA Community Football Day?

We want the Community Football Days to be flexible to suit the needs of individual host clubs and venues. While Community Football Days should facilitate the elements of participation, recruitment and engagement, how the days are delivered is up to the host club or venue.

We recommend running an existing or scheduled community event such as a tournament or a fun day which McDonald's and The FA can offer support to. There should be one Community Football Day in each county in England. The host club/venue will be responsible for co-ordinating and running the event as it usually would but with additional support as detailed on the next page.

## How should you promote the event?

### Event Finder

McDonald's will help promote your Community Football Day through their event finder tool on their website so people can find the event closest to them this summer. This online tool will be promoted through McDonald's and The FA media channels between June and September this year.

### County FA and Club channels

- E-newsletter stories
- Website stories and events listing
- Twitter updates
- Facebook stories
- Poster/leaflet at County HQ/ground
- Alerting and distributing materials to partners such as local schools (for book bags and community noticeboards), other clubs, facilities, local authorities

### Engaging your local McDonald's restaurant

This is a great opportunity to invite your local McDonald's franchisee or local restaurant business manager to attend your Community Football Day. If you would like to invite your local McDonald's franchisee please contact: [McDonaldssportsteam@redconsultancy.com](mailto:McDonaldssportsteam@redconsultancy.com)

### Local media

Keep driving the agenda of your support for community football in the local area by notifying the local press of the event and the opportunity for football. You can amend the template in the appendices to suit your needs (Appendix 9).





## What are the timelines?

McDonald's FA Community Football Days should be hosted anytime between May and September to suit the needs of the hosting club or venue. Key timings for applications are below:

<b>20 February to 13 March</b>	Application process opens on McDonald's website
<b>April</b>	Community Football Days in each County are shortlisted by The FA and McDonald's. County FA's consulted on shortlisted events. Successful applicants contacted by The FA or County FA's
<b>May</b>	Branding Packs sent to event hosts
<b>May to September</b>	Community Football Days hosted



## What support will events receive?

Support from McDonald's and The FA will be the same for each event held in each county. The only difference is we will select 3 showcase events from the applications which will receive additional support from McDonald's – these showcase events will be used as PR events to highlight the benefits of Community Football Days and the McDonald's Community Football programme. All support elements are listed here.

### Showcase Events

1. Branding:
  - Community Football Day PVC banners (x4)
  - Community Football Day feather flag banners (x4)
  - Community Football Day pop-up banners (x8)
  - Community Football Day bibs (x250)
  - Community Football Day volunteer t-shirts (x50)
  - Find a Club leaflets (x250)
2. McDonald's-branded inflatables (bouncy castles etc)
3. McDonald's experiential activity (knee slider etc)
4. McDonald's football ambassador attending your event
5. PR/social support to help raise awareness of your event

6. Digital support including event-finder tool on McDonald's website
7. 36 Charter Standard Nike footballs to use at your event
8. Event personnel to help at your event
9. Local McDonald's franchise support

### County Events

1. Branding:
  - Community Football Day PVC banner (x2)
  - Community Football Day bibs (x40)
  - Community Football Day volunteer t-shirts (x25)
  - Find a Club leaflets (x150)
  - McDonald's pull-up banners
  - McDonald's pop-up banners
2. PR support to help raise awareness of your event
3. Digital support including event-finder tool on McDonald's website
4. 36 Charter Standard Nike footballs to use at your event
5. Local McDonald's franchise support





# THE MCDONALD'S FA CHARTER STANDARD KIT SCHEME



## What is the McDonald's FA Charter Standard kit scheme?

The McDonald's FA Charter Standard Kit Scheme was established at the start of the 2014-15 season. It will provide thousands of free football kits each season to FA Charter Standard youth teams.

The scheme will run for four seasons, demonstrating McDonald's commitment to supporting community football. It also provides physical recognition of those clubs with youth teams that have worked hard to attain and maintain their FA Charter Standard status.

Since its first year the kit scheme has provided over 13,000 FA Charter Standard clubs with free youth team kits made by Nike, The FA's Official Kit Supplier. That's nearly 160,000 new kits.

## Which FA Charter Standard clubs are eligible for the scheme?

FA Charter Standard Clubs with a minimum of one youth team at under-18 and below are eligible for the kit scheme.

The focus of The McDonald's FA Charter Standard Kit Scheme is to support teams between the under-7 and under-12 age groups.

However, if an FA Charter Standard club does not have any teams within these age groups, but has a team between the under-13 and under-18 age groups, the scheme will provide these clubs with a free 11-a-side kit plus additional kits for substitutes. Clubs should not order a team kit for the older age range if they have teams at under-12 or below. A maximum of a 9-a-side kit plus additional strips for substitutes will be provided at the younger age.

The FA charter Standard club must be classed as 'Awarded' on the 30th June to be eligible for a kit for the following season. In order to be 'Awarded' the club must then have either received their FA Charter Standard accreditation prior to the 30th June or have completed their Annual Health Check by the 30th June.

If an FA Charter Standard club has its accreditation 'Suspended' or 'Lapsed' on the 30th June, it will NOT be eligible for a free kit the following season.

## How does an eligible club receive a free team kit?

Clubs can claim their free team kit via an online portal specifically set up for the scheme. This portal will open before the start of every new season for a fixed period of time. Details of the portal and its opening and closing times will be communicated to you well in advance.

Eligible clubs will then receive a personalised email with a club-specific URL and unique code to access the portal. The email will be sent to the Club Chairman, Secretary and the club's FA Charter Standard Co-ordinator. They will have until the deadline stated within the email to redeem their free kit.

Please see the 2017 Community Football Programme timeline at the beginning of the toolkit for the opening and closing dates of the portal.

## How do you ensure eligible clubs redeem their free team kit?

You will be able to access a real-time report identifying all the FA Charter Standard clubs that are eligible for a kit, the club-specific URLs and their unique code. It will also highlight which age group they are eligible to order for. From here, you will be able to administer a change in the club's request order.

Please ensure that eligible clubs affiliated to your County FA are aware when the portal is open – and encourage them to redeem their free Nike kit within the order window.

During the order window you will receive a weekly report detailing the clubs that have not redeemed their free kit. This report will be sent to you via the charterstandard@[CountyFA].com inbox. If you do not have access to this inbox please ask your CEO to contact IT Support requesting permission to access the account.

In addition, any queries your clubs have will be forwarded to your charterstandard@[CountyFA].com inbox. Please **check your inbox** regularly and respond to these queries. Failure to administer club requests sent to this inbox may result in the club not being able to order their kit.





## Can teams buy The FA Charter Standard sleeve badge or further Nike kits?

The FA and McDonald's have launched The McDonald's FA Charter Standard Store where clubs can receive 20% discount on selected products. This online store will sell FA Charter Standard sleeve badges, additional Nike team kits and equipment. Clubs will also be able to have their kits embellished via this portal.

FA Charter Standard adult clubs can also access the discount available on The McDonald's FA Charter Standard Kit Store.

The direct link to the store is  
[www.facharterstandard.co.uk/kitstore](http://www.facharterstandard.co.uk/kitstore)

## What's the best way to promote the scheme?

Social media is an affordable and proven way to ensure the 'football family' in your county are aware of the scheme. You can post news of the scheme on your Facebook page and on Twitter – and encourage clubs who have received kit to make postings/tweets too, including pictures of the new kit, if possible. You can interact with clubs by encouraging clubs to tweet about their new kit.

In addition, McDonald's runs a 'community football' Twitter: @BetterPlayUK ([www.twitter.com/BetterPlayUK](https://www.twitter.com/BetterPlayUK)). McDonald's will also be selecting a few teams each season for a 'handover photocall' with a local restaurant to generate local and regional press coverage of the kit scheme. They will contact you directly to organise contact with the local team

and they can arrange for you to have the photograph to use on your website/in social media.

McDonald's is also interested to hear of any special-interest stories regarding teams that have received the free kit, which may make a national press story. Please contact [BetterPlay@uk.mcd.com](mailto:BetterPlay@uk.mcd.com) if you have an interesting story.

Using social media also helps you spread the word about the kit scheme and facilitates clubs talking to each other about it. See below for an excellent example of spreading news about the scheme via social media.

It is both The FA's and McDonald's ambition to have all your FA Charter Standard clubs redeem their free kit and we know that this can only be achieved through the support of your County FA.

## Are there some best-practice examples to follow?

Hertfordshire FA reached 100% redemption of kits for their FA Charter Standard Clubs. To begin with they developed a communications plan with the simple goal of ensuring that all clubs were informed about the benefits of the McDonald's FA Charter Standard Kit Scheme.

The plan involved regular promotion of the Kit Scheme at every touch point between Charter Standard Clubs and the CFA. These touch points included workshops, events and digital content, including a monthly Charter Standard Enewsletter. There was also 1-to-1 communication, with personal phone calls to targeted clubs by FDO for clubs, Richard Drake.



Callum Riley added “By planning early, we were able to communicate the benefits & details of the McDonald’s Charter Standard Kit Scheme to all clubs simply & consistently before, during and after their FA Charter Standard Annual Health Checks. Thanks to an engaged club network in the county and regular communication, we received a commitment from all Charter Standard clubs to apply for the free kit before the deadline.”

## **Tips to engage your McDonald’s restaurant(s)**

McDonald’s network of restaurants offer you an opportunity to utilise a regionally relevant spokesperson to support your County based McDonald’s activity throughout the year.

McDonald’s restaurants are encouraged to become more involved with the football programme from donating kit and equipment to supporting club events and participating at stages of The FA Community Awards.

There is plenty going on throughout the year that your local restaurant could potentially support, so if you would like to try and incorporate them within your plans around McDonald’s relevant activity please feel free to contact Red Consultancy who will provide details of the most relevant contact in your area. Please email [McDonaldssportsteam@redconsultancy.com](mailto:McDonaldssportsteam@redconsultancy.com).

## **Where can I get further support?**

The answers to more detailed questions (e.g. if a club has problems logging into the portal) are covered at [www.facharterstandard.co.uk/mcdonaldskitscheme/faqs.php](http://www.facharterstandard.co.uk/mcdonaldskitscheme/faqs.php)

This also includes answers to questions about the style and colour of kits and whether sponsors’ names can be added.





# GET IN TOUCH

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## The FA

For any questions relating to The McDonald's FA Community Football Days and marketing assets please contact:

HANNAH PATTINSON

**Marketing Executive**

**Telephone:** +44 (0) 800 169 1863 **ext.** 4940

**E-mail:** [Hannah.Pattinson@thefa.com](mailto:Hannah.Pattinson@thefa.com)

For any questions relating to The FA Charter Standard Programme or The McDonald's FA Charter Standard Kit Scheme please contact:

MICK BAIKIE

**National Clubs Services Manager**

**Telephone:** +44 (0) 844 980 8200 **ext.** 4593

**E-mail:** [Mick.Baikie@thefa.com](mailto:Mick.Baikie@thefa.com)

For any questions relating to FA Charter Standard Leagues please contact:

ANDREW HAILWOOD

**National League Development Manager**

**E-mail:** [Andrew.Hailwood@TheFA.com](mailto:Andrew.Hailwood@TheFA.com)

For any questions relating to The FA Community Awards please email at:

[FACommunityAwards@thefa.com](mailto:FACommunityAwards@thefa.com)

## Other contacts

RED CONSULTANCY

**Telephone:** 0207 025 6697

**Email:** [McDonaldssportsteam@redconsultancy.com](mailto:McDonaldssportsteam@redconsultancy.com)





# APPENDICES

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**APPENDIX 1 – JUDGING CRITERIA FOR EACH AWARD CATEGORY**

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**APPENDIX 3 – COUNTY FA WINNERS' FORM**

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**APPENDIX 11 – RED CONSULTANCY SOCIAL MEDIA PLAN**





# APPENDIX 1 – JUDGING CRITERIA FOR EACH AWARD CATEGORY

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## Awards categories

- The FA Charter Standard Club of the Year
- The FA Charter Standard Development Club of the Year
- The FA Charter Standard Community Club of the Year
- The FA Charter Standard League of the Year
- The FA Young Volunteer of the Year (under 2)
- Coach of the Year
- The Best Inclusive Project of the Year
- The People's Choice Award - rewarding outstanding contribution to grassroots football

## The FA Charter Standard Community Club Award, The FA Charter Standard Development Club Award and The FA Charter Standard Club Award

Nominees need to give evidence of supporting the delivery of The FA National Game Strategy throughout the 2016-17 football season. The judges will be looking for results-based evidence and detail of the activities undertaken that address some or all the following areas:

- The retention and/or growth of teams from season 2015-16, 2016-17
- Provide coaching and playing opportunities for those not involved in the affiliated teams
- Raising standards throughout the club including the delivery of The FA Respect programme
- Innovative ways in which the club has looked to develop the standards of its players including the education of its volunteer coaching workforce
- Recruits, retains and rewards its volunteers
- Has an effective management structure with devolved roles and responsibilities
- Has developed a club infrastructure to sustain the club for the future
- Has increased the profile of the club to be a focal point of the local community
- FA Charter Standard Adult class are eligible to apply for The FA Charter Standard Club Award

### NOMINATION PROCESS:

- Self nomination by clubs
- Nomination by leagues, County FAs and officials

## The FA Charter Standard League of the Year Award

Nominees need to give evidence of supporting the delivery of The FA National Game Strategy throughout the 2016-17 football season. The judges will be looking for both results-based evidence and innovation in working in partnership with their clubs that address some or all the following areas:

- Increase in number of teams
- Increase in percentage of clubs with FA Charter Standard Club Award
- A number of club / league workforce members receiving in-service support

Innovative use of information technology to communicate and administer the league

### NOMINATION PROCESS:

- Self nomination by league
- Nomination by County FAs and clubs

## Young Volunteer of the Year Award

The Young Volunteer Award will be an open nomination process with clubs, leagues, schools, colleges and County FAs invited to nominate. The judging panel will review the applications based on the following criteria:

- The volunteer must be under 25 years of age on the closing date of the nominations – 13 April 2017
- The volunteer must have made a significant contribution to football in their community, contributing at least 25 hours of volunteer time
- The volunteer must have taken steps to improve the standard of their volunteering through sports/ football courses
- The volunteer should act in a responsible and professional manner, and be seen as a role model in their community

### NOMINATION PROCESS:

- Open Nomination
-



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## **People's Award - Outstanding Contribution to Community Football**

This will be an open nomination, with clubs, leagues and County FAs invited to submit applications on behalf of an individual. At County and Regional levels the judges will be looking for the following:

- This is an elite award, which should recognise real excellence. We have not put a timeline of service on this as it's not a 'Lifetime Achievement Award' but County FAs should look for a long-term legacy to be left from the individual. We are ideally seeking an individual for this award, but it could be given to an organisation, body or league/club if the county deems appropriate
- They will have supported The FA National Game Strategy objectives by developing opportunities to increase participation, improving the quality of the environment (coaching, welfare, facilities, medical, officiating) and generally making a difference to people's enjoyment of the game
- The individual could be from club, school, league, community group or facility
- The individual will be viewed as a role model and will have inspired others to be involved

### **NOMINATION PROCESS:**

- Open Nomination
- 
-

# THE FA AND McDONALD'S COMMUNITY FOOTBALL PROGRAMME COUNTY FA TOOLKIT



## APPENDIX 2 – NOMINATION FORM

### SAMPLE NOMINATION FORM

Online entries are encouraged  
[www.TheFA.com/CommunityAwards](http://www.TheFA.com/CommunityAwards)

Category

Name of nominee

Name of nominee's club or league

Postal address of nominee

Daytime telephone of nominee

Name of parent County FA

Email address of nominee

Name of nominator

Nominator's daytime contact telephone number

What is your role in grassroots football?

Reasons for nomination

Please return this form by 27 March 2015 to The FA Community Awards PO Box 1966, London SW1P 9EQ



# THE FA AND McDONALD'S COMMUNITY FOOTBALL PROGRAMME COUNTY FA TOOLKIT

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Additional Notes



# THE FA AND McDONALD'S COMMUNITY FOOTBALL PROGRAMME COUNTY FA TOOLKIT



## APPENDIX 3 – COUNTY FA WINNERS' FORM

Name of County FA

County FA staff contact name

County FA contact number

County FA contact e-mail

Date of ceremony

Category	Winner's name or Winning club/ league contact name	Club or League represented
The FA Charter Standard Community Club Award		
The FA Charter Standard Development Club Award		
The FA Charter Standard Club Award		
The FA Charter Standard League Award		
Volunteer of the Year Award		
Young Volunteer of the Year Award		
People's Choice Award Outstanding Contribution to Community Football		

Please email the completed County FA Winners Form to [facommunityawards@TheFA.com](mailto:facommunityawards@TheFA.com)



# THE FA AND McDONALD'S COMMUNITY FOOTBALL PROGRAMME COUNTY FA TOOLKIT

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Additional Notes



# THE FA AND McDONALD'S COMMUNITY FOOTBALL PROGRAMME COUNTY FA TOOLKIT



## APPENDIX 4 – REGIONAL WINNERS' FORM

Name of County FA

Staff contact name

Contact number

Contact e-mail

Category	Winner's name or Winning club/ league contact name	Club or League represented
The FA Charter Standard Community Club Award		
The FA Charter Standard Development Club Award		
The FA Charter Standard Club Award		
The FA Charter Standard League Award		
Volunteer of the Year Award		
Young Volunteer of the Year Award		
Outstanding Contribution to Community Football Award		

Please email the completed County FA Winners Form to [facommunityawards@TheFA.com](mailto:facommunityawards@TheFA.com)



# THE FA AND McDONALD'S COMMUNITY FOOTBALL PROGRAMME COUNTY FA TOOLKIT

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Additional Notes



# APPENDIX 5 – MEDIA RELEASE TEMPLATE: LAUNCHING THE AWARDS IN YOUR COUNTY

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## NOMINATIONS NOW OPEN FOR THE 2015 FA COMMUNITY AWARDS PRESENTED BY McDONALD’S

The search for **[insert area]** grassroots heroes has begun as The FA and McDonald’s have today announced that nominations for the annual FA Community Awards are now open.

The Awards aim to recognise and reward grassroots clubs, coaches and volunteers across the country who keep the national game alive. Nominees can be from any walk of life and **[insert area]** County FA is calling on locals to nominate their unsung hero who has gone above and beyond in the name of football.

### THE SEVEN AWARD CATEGORIES ARE:

- People’s Choice Award (Outstanding Contribution to Community Football)
- The FA Charter Standard Community Club Award
- The FA Charter Standard Development Club Award
- The FA Charter Standard Club Award
- The FA Charter Standard League Award
- The FA Volunteer of the Year Award
- The FA Young Volunteer of the Year Award

Nominations close **on Friday 27th March** and the national award winners will be announced at The FA Community Shield presented by McDonald’s held at **Wembley Stadium** in August. The winners will be selected by a judging panel including legends of the game such as 1966 World Cup hat-trick hero Sir Geoff Hurst.

**<insert name of County FA representative>** said: “The FA Community Awards presented by McDonald’s are a fantastic way to celebrate all those volunteers, clubs and leagues who put in countless hours into grassroots football. I would urge everyone in **[insert area]** to vote for someone who they think is truly deserving of an award. Hopefully we will see hundreds of nominations from **[insert area]** and some national finalists.”

To find out more about The FA Community Awards, read about last year’s winners and nominate an individual club or league from your community, log onto [www.TheFA.com/CommunityAwards](http://www.TheFA.com/CommunityAwards) or speak to the **<insert contact>** on **<insert contact details>**.

**Ends**

For further details, please contact:

- Insert contact details
  - **Name – Email – Phone no.**
-





# APPENDIX 6 – MEDIA RELEASE TEMPLATE: COUNTY FA WINNERS

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## **<INSERT COUNTY> GRASSROOTS HEROES NAMED WINNERS OF 2017 COUNTY FA COMMUNITY AWARDS, PRESENTED BY MCDONALD'S GRASSROOTS VOLUNTEERS AND CLUBS NOW SHORTLISTED FOR REGIONAL RECOGNITION IN THIS YEAR'S AWARDS**

Eight local grassroots champions from across **<insert region>** have been named as this year's winners of The **<County FA>** Community Awards, presented by McDonald's.

Throughout February people have been nominating their grassroots heroes within the county, from individual volunteers to clubs with a fantastic response.

Following the seven-week nomination period a judging panel, made up **of local county FA and McDonald's representatives**, selected this year's winners for their invaluable commitment to the grassroots game.

This year's **<County FA>** winners include:

- **<Insert Name>** - People's Choice Award (Outstanding Contribution to Community Football)
- **<Insert Name>** - The FA Charter Standard Community Club Award
- **<Insert Name>** - The FA Charter Standard Development Club Award
- **<Insert Name>** - The FA Charter Standard Club Award
- **<Insert Name>** - The FA Charter Standard League Award
- **<Insert Name>** - The FA Volunteer of the Year Award
- **<Insert Name>** - The FA Young Volunteer of the Year Award
- **<Insert Name>** - Best Inclusive Programme

**<insert name of County FA representative>**: "We are fortunate to have so many fantastic clubs and volunteers who help us strive towards providing better and more footballing opportunities for young players.

"We know how much work goes into football on a weekly basis and The FA Community Awards supported by McDonald's allow us to say thank you to those who dedicate so much time to the game across **<County>**. We wish them all the best for the next stage of the awards and hopefully they can go all the way and pick up a national award later in the year."

McDonald's has been a Community Partner with The FA for 15 years, during which time thousands of clubs have benefitted from this partnership. During this year of the partnership, McDonald's will donate their 250,000th kit to an accredited club across the UK.

The eight county winners have now been shortlisted for a regional award and you can keep up to date on the awards and with how they get on at [www.mcdonalds.co.uk/betterplay](http://www.mcdonalds.co.uk/betterplay)

**Ends**

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# APPENDIX 7 – MEDIA RELEASE TEMPLATE: REGIONAL WINNERS

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## **[League/Club]’s Football Hero shortlisted for National FA Award**

**[NAME, AGE] / [club name] / league [name]** has been named the winner**[s]** of the **[REGION]’s [AWARD]** category, in the 2015 FA Community Awards, presented by McDonald’s.

Thanks to winning the **[REGION]** award earlier this year, **[NAME]** is now in the running to win a national award at The FA and McDonald’s Community Awards national ceremony, which will be attended by legends of the game, including World Cup hero Sir Geoff Hurst, at Wembley on **[Insert Awards Date]**.

**[NAME]** collected their award at a regional ceremony, taking place at **[LOCATION]**, in front of **[XX number]** of people including representatives from the **[Regional FA]** and the regional winners shortlisted for awards. **[Reference ambassador / McDonald’s representative if applicable]**

### **[WINNER’S STORY HERE]**

The sixth annual FA and McDonald’s Community Awards celebrate local heroes who dedicate their time and effort to grassroots football in their communities, giving them the recognition that their achievements deserve.

Sir Geoff Hurst, McDonald’s Director of Football, said: “The FA and McDonald’s Community Football Awards give all of the selfless grassroots heroes across the UK the praise that they deserve. Volunteers like **[NAME]** dedicate countless hours to supporting the local community and ensure hundreds of children can enjoy the national game. I would like to thank **[NAME]** for all of **[HIS/HER/THEIR]** work and I wish them all of the luck for the national awards later this year.’

Other winners from the **[REGION]** include:

- **[INSERT REMAINING REGIONAL WINNERS]**

McDonald’s has been a Community Partner with The FA for 13 years, during which time thousands clubs have benefitted from this partnership. Working with the FA for the next four years, McDonald’s will be giving over 4,500 FA Charter Standard clubs with a junior team, the opportunity to order a brand new strip each season until 2018.

To find out more about how McDonald’s and The FA support community football and the winners of this year’s community awards visit [www.mcdonalds.co.uk/BetterPlay](http://www.mcdonalds.co.uk/BetterPlay).

**Ends**

For further details, please contact:

- Insert contact details
  - **Name – Email – Phone no.**
-



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The seven award categories are:

- Outstanding Contribution to Community Football Award – as voted for by the public
- Volunteer of the Year
- Young Volunteer of the Year
- FA Charter Standard Community Club
- FA Charter Standard Development Club
- FA Charter Standard Club of the Year
- FA Charter Standard League of the Year

National award winners will be announced at a prestigious awards ceremony at Wembley on ***[Insert Awards date]***.

# APPENDIX 8 – AWARDS CEREMONY PHOTOGRAPHY BRIEF TEMPLATE

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## THE 2015 FA COMMUNITY AWARDS PRESENTED BY MCDONALD'S County FA Award Ceremony Photography Briefing Document

### INFORMATION

**Date:** <to be inserted>  
**Time:** <to be inserted>  
**Location:** <to be inserted>  
**Contact:** <to be inserted>  
**Photographer:** <to be inserted>

### OVERVIEW

Now in their fifth year, The FA and McDonald's Community Awards recognise and celebrate volunteers, coaches, clubs and leagues across England whose hard work is vital to grassroots football their local community.

The County FA awards are the first stage of the awards following a seven-week nomination period. Winners at each the ceremony have now been shortlisted for regional recognition and if successful will be put forward for a national FA Community Award, presented by McDonald's.

On the night a total of seven winners will be presented with awards:

- The FA Charter Standard Community Club of the Year – <insert name>
- The FA Charter Standard Club of the Year – <insert name>
- The FA Charter Standard Development Club of the Year – <insert name>
- The FA Charter Standard League of the Year – <insert name>
- The FA Volunteer of the Year – <insert name>
- The FA Young Volunteer of the Year – <insert name>
- Outstanding Contribution to Community Football – <insert name>

Attendees on the night will include:

- [Inset award winners]
- [Insert County FA representatives]
- [Insert McDonald's representatives]

### PHOTOGRAPHY

Following a seven-week nomination period, grassroots football volunteers have now been selected for a county award by a judging panel consisting of local County FA and McDonald's representatives.

We now require photography of each winning individual or club collecting their award at this year's <Insert County FA> ceremony. The imagery will be used predominantly for publicity and media purposes.

The imagery must capture the aims of the awards – celebrating grassroots football and the people involved.

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**RUNNING ORDER**

Time:	Activity:
<insert time>	Photographer to arrive
<insert time>	Photographer briefing
<insert time>	Photocall with winners as they collect their awards
<insert time>	Capture wider shots of the event
<insert time>	Group shot of all winners
<insert time>	Event Ends



# APPENDIX 9A – COMMUNITY FOOTBALL DAY MEDIA RELEASE TEMPLATE (PRE-EVENT)

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## <insert area> CELEBRATES COMMUNITY FOOTBALL DAY

The McDonald's FA Community Football Day **provides opportunities for thousands of players and volunteers to get involved in local grassroots football across the country**

On **[insert date]**, hundreds of young footballers will flock to **[insert club name]**, in **[area]**, as part of The McDonald's FA Community Football Day to enjoy a football fun day for the local community. The event has been arranged and hosted by **<insert name of league>**.

On the day over **[insert number of teams]** will visit in a bid to offer new players a chance to get to know their local grassroots football league and clubs. **[Club or county name]** hosted **[insert activities i.e. a number of mini soccer games and drop in football sessions]** for all to participate in.

McDonald's Director of Football, Sir Geoff Hurst, said: "Grassroots clubs up and down the country are hosting football fun days for everyone to enjoy. It is so important that we offer everyone from the surrounding community the opportunity to get involved with their local clubs and what better way to do it than bring them together at the start of the season to enjoy a day of football together. As a result clubs will grow and prosper but more importantly we are providing them the support to offer better opportunities for youngsters to get involved in grassroots football."

The McDonald's FA Community Football Day is just one part of McDonald's long standing Community Partnership with The FA. The programme aims to raise the standard of grassroots football by working closely with clubs to offer better kit and better support to ensure children throughout England have better access to good quality football.

To find out more about how McDonald's and The FA support community football, please visit [www.mcdonalds.co.uk/BetterPlay](http://www.mcdonalds.co.uk/BetterPlay).

**Ends**

For further details, please contact:

- Insert contact details
  - **Name – Email – Phone no.**

# APPENDIX 9B – COMMUNITY FOOTBALL DAY MEDIA RELEASE TEMPLATE (POST-EVENT)

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## <insert area> CELEBRATES COMMUNITY FOOTBALL DAY

The McDonald's FA Community Football Day **provides opportunities for thousands of players and volunteers to get involved in local grassroots football across the country**

On **[Insert date]**, hundreds of young footballers flocked to **[insert club name]**, in **[area]**, as part of The McDonald's FA Community Football Day to enjoy a football fun day for the local community, ahead of this year's FA Community Shield. The event was arranged and hosted by **<insert name of league>**.

On the day over **[insert number of teams]** visited in a bid to offer new players a chance to get to know their local grassroots football league and clubs. The league hosted **[insert activities i.e. a number of mini soccer games and drop in football sessions]** for all to participate in.

McDonald's Director of Football, Sir Geoff Hurst, said: "Grassroots clubs up and down the country have been hosting football fun days for everyone to enjoy. It is so important that we offer everyone from the surrounding community the opportunity to get involved with their local clubs and what better way to do it than bring them together at the start of the season ahead of The FA Community Shield to enjoy a day of football together. As a result clubs will grow and prosper but more importantly we are providing them the support to offer better opportunities for youngsters to get involved in grassroots football."

The McDonald's FA Community Football Day is just one part of McDonald's long standing Community Partnership with The FA. The programme aims to raise the standard of grassroots football by working closely with clubs to offer better kit and better support to ensure children throughout England have better access to good quality football.

To find out more about how McDonald's and The FA support community football, please visit [www.mcdonalds.co.uk/BetterPlay](http://www.mcdonalds.co.uk/BetterPlay).

### Ends

For further details, please contact:

- Insert contact details
  - **Name – Email – Phone no.**



# APPENDIX 10 – COMMUNITY FOOTBALL DAY PHOTOGRAPHY BRIEF TEMPLATE

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## THE 2015 COMMUNITY FOOTBALL DAY PRESENTED BY MCDONALD'S Photography Briefing Document

### INFORMATION

**Date:** <to be inserted>  
**Time:** <to be inserted>  
**Location:** <to be inserted>  
**Contact:** <to be inserted>  
**Photographer:** <to be inserted>

### OVERVIEW

On the day before The FA Community Shield in August, The FA Community Football Days will be held across the country. The events aim to help raise awareness of The FA Charter Standard Programme and the support that The FA and McDonald's offer local football communities.

This will be an open door festival and the focus will be on providing an opportunity to introduce young players and parents to their local club and increasing the access so more can enjoy football. The FA Community Football Day will be held at a central venue accessible to everyone and will have a fun festival feel; with activities such as face painting, hair braiding, bouncy castle, fun football games and tug of war. There may be mini tournaments, football skills and drills sessions. These activities will provide young people with an opportunity to give football a go and if they enjoy it, a chance to join a team.

### PHOTOGRAPHY

The FA Community Football Day will be a celebration of The FA Charter Standard Programme, encouraging and supporting teams and leagues to grow in terms of players and volunteers.

The imagery will be used predominantly for publicity and media purposes. The imagery must capture the aims of The FA Community Football Day – celebrating grassroots football, supporting the growth of teams and leagues and raising awareness of McDonalds and FA support at a community level.

Photography must focus on the community attending and taking part in the event, and not just those playing or coaching football.

### RUNNING ORDER

Time:	Activity:
<insert time>	Photographer to arrive
<insert time>	Photographer briefing
<insert time>	Photocall
<insert time>	Capture wider shots of the event
<insert time>	Event Ends

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## IMAGERY USAGE

- Issued to media to be used in print publications and online
- TheFA.com, print publications and internal channels
- McDonald's own websites and Internal McDonald's channels

## SHOTS

We are looking for a variety of shots for the event. These include:

- Close-up Shots of children interacting with ambassadors and franchisees
- Close-up shots of family activities
- General action shots of the matches/training
- Pictures on request from clubs
- Images of McDonald's franchisees getting involved in the day
- Subtle McDonald's/FA branding needs to come across visually within the photography therefore please include McDonald's branded footballs (or similar equipment) where possible

## STYLE

The photography needs to be engaging and eye-catching and suitable for use in both print media and online.

Images will need to include McDonald's/FA branding which is easily visible. This can be achieved through logos on footballs, bibs, etc. which will be provided on the day

## FORMAT

We will require the photography as high- and low-res jpegs.

## DELIVERY

We will require an initial set of the best images to be emailed to **<insert contact details>** by **<time>** on **<date>**.

## EXAMPLE IMAGES



# APPENDIX 11 – MCDONALD'S SOCIAL MEDIA PLAN

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This social media plan is to help support the content that is already issued on your social channels throughout the year. Red has created a number of draft tweets for you to post that will help align and drive awareness of the campaigns within the McDonald's football programme.

The content below should be used as a guide however there are key components that need to be consistent:

- The following handles should be used whenever appropriate: **[INSERT @CountyFA]** / @FA / @BetterPlayUK
- The hashtags included in the content below should not be changed.

In addition to the suggested tweets below please do continue to retweet content being issued by the McDonald's football account @BetterPlayUK

## 2015 FA COMMUNITY AWARDS

### Launch

- The 2015 @FA & @BetterPlayUK #CommunityAwards have launched! Nominate your grassroots heroes now **[insert link]**
- Nominations for the 2015 @FA & @BetterPlayUK #CommunityAwards are now open, recognise your local grassroots hero now **[insert link]**

### Nominations

- Want to recognise a local grassroots hero, nominate them for a 2015 @FA & @BetterPlayUK #CommunityAwards, more info here **[insert link]**
- There are only a few weeks left to nominate for the 2015 @FA & @BetterPlayUK Community Awards, nominate now at **[insert link]**
- You have 7 days to nominate your grassroots hero or club for this year's @FA & @BetterPlayUK #CommunityAwards nominate now **[insert link]**

### County FA Awards

- We've been busy selecting our 2015 **[INSERT @CountyFA]** @BetterPlayUK #CommunityAwards winners today! Lots of great nominations
- Congratulations to our 2015 **[INSERT @CountyFA]** @BetterPlayUK #CommunityAwards winners, read about them here **[insert link]**

### Regional Awards

- Fantastic news that @name has won a regional award in this year's @FA & @BetterPlayUK #CommunityAwards
- Read about, @name, one of our #CommunityAwards regional winners who is in the running for national recognition **[insert link]**

### National Awards

- Congratulations to @name who has been named winner of [category] in this year's @FA & @BetterPlayUK #CommunityAwards
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## COMMUNITY FOOTBALL DAY

### Pre-Community Football Day

- Find out how you can get involved with this year's @FA & @BetterPlayUK #CommunityFootballDay **[insert link]**
- Tell us what you are doing at your local club for this year's @FA & @BetterPlayUK #CommunityFootballDay

### On the day

- Today we're celebrating the work of FA Charter Standard Clubs up and down the country #CommunityFootballDay
- FA Charter Standard Clubs offer the chance for young players to enjoy football, find your nearest one **[insert link]** #CommunityFootballDay

## KIT SCHEME

### Launch

- This year's @BetterPlayUK @FA Charter Standard Club kit scheme is open, order yours here **[insert link]**
- 2 weeks left to get your @BetterPlayUK @FA Charter Standard Club Nike kit, order yours here **[insert link]**
- 1 week left to get your @BetterPlayUK @FA Charter Standard Club Nike kit, order yours here **[insert link]**

### Momentum

- Over XX% of clubs have ordered new @BetterPlayUK FA Charter Standard Club Nike kit, hope you like it!
- Send us pictures of your team in their new @BetterPlayUK FA Charter Standard Club Nike kit, and you could win **[insert mechanic]**





**NOTES:**

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