



Rainbow Laces Campaign – Gloucestershire FA

#	ACTIONS	ACTIVATION DATE
1	We will run a Clubs and Leagues Campaign highlighting the Rainbow Laces Campaign and support for Stonewall UK – this will involve Leagues and Clubs sharing their images on social media across all activation weekends. We will actively encourage them to tag @GlosFA and our other social media handles to raise awareness.	W/B 12 th November
2	We will be running a Website article with details about how to get involved and raising awareness about the Campaign – to include a link to ‘See It, Hear It, Report It’ link to Kick It Out in relation to how people can report and challenge LGBT language in football and also locally via the GFA.	W/B 12 th November
3	We will use our Press Officer to write weekly press articles focussing on local leagues / clubs and how they are involved in the Campaign	17 th / 18 th November 24 th / 25 th November 1 st / 2 nd December
4	We will run a Retweeting Competition to include a free prize draw.	From 16 th November
5	Gloucestershire FA Staff will take part in Wear Your Rainbow Laces Day 2018 on 28 th November to include photos and key messages from staff.	28 th November

Rainbow Laces Campaign – Gloucestershire FA Leagues/Club

1	<u>Bristol Women’s Football Casual League</u> The BWFCL will be supporting the campaign by publishing the posters on all social media sites and throughout the campaign. The 16 teams in the league will be wearing their laces on the 17th November. Each team will then promote on their individual social media pages including photos of their team in their laces. Many of our teams are sponsored by local business who will also share on their social media sites.	17 th November
2	<u>GFA Women’s Football 9s League</u> Teams will wear their Rainbow Laces during the fixtures on Sunday 2 nd December. Each team will be asked to share a team photo on social media and share key messages to support and raise awareness.	2 nd December
3	<u>Gloucestershire County Women’s Football League</u> All teams will be supplied with the laces to wear for their game on 25th November and we will be asking clubs to share pictures on social media. We are also trying to source some rainbow coloured captains armbands. We have suggested to teams to bake/buy rainbow cakes for the post-match food.	25 th November
4	<u>Bristol Phoenix FC</u> The First and Reserve teams will use these during every game within the campaign time frame. Facebook, Twitter and the Official Club website will carry posts promoting the campaign, and players will be encouraged to share these over their own social media accounts. A post will be placed in and outside the changing rooms during the period.	17 th November – 2 nd December

5	Gloucester and District Sunday League Teams will wear their laces during the Campaign period from 18 th November – 2 nd December. The league and participating clubs will share good news and photos on social media.	18 th November – 2 nd December
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