

HANWELL TOWN
FOOTBALL CLUB



CLUB SECRETARY TOOLKIT

PROVIDING PRACTICAL ADVICE FOR CLUB SECRETARIES





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The FA have produced this toolkit in order to provide a resource that brings together relevant guidance and resources in one place and make life easier for those in voluntary roles.

1. INTRODUCTION

Over the years, grassroots football has improved immeasurably, with the introduction of Mini Soccer in 1999, The FA Charter Standard programme in 2001, Respect in 2008, the FA Youth Development Review in 2010 and improvements in, facilities, coach education and further embedding of safeguards.

There are more teams than ever playing football in England, with 18,000 clubs run by over 500,000 dedicated volunteers. The number of clubs is gradually reducing, but the size and opportunities offered by clubs has increased. Many larger clubs now support over 50 teams, the largest to date have over 103 teams.

This improvement and growth would not have been possible without volunteers whom The FA recognises as absolutely essential, and your role as Club Secretary is a vital one. That's why The FA have produced this toolkit in order to provide a resource that brings together relevant guidance and resources in one place and make life easier for those in voluntary roles.

In developing this resource, we have consulted a number of clubs from around the country, to understand the motivations, opportunities and needs of the role. We know that the majority are involved through a family member, loved one, sibling or son/daughter and continue to stay involved in the game as a result of their passion and desire for the game to be the best it can be through their dedicated, commitment and contribution.

This toolkit has been designed to support all Secretaries in their role, regardless of the type and size of club. The resource will be updated and added to at regular intervals so please do share feedback on the content and how it can be improved via ClubsProgramme@TheFA.com

THE CLUB SECRETARY ROLE

The role of secretary in a grassroots club is arguably the most essential role within the club. The secretary is typically across all areas of the game and the club, sometimes making them the go to person for guidance, support and information. The Secretary acts as the official contact between the club, the County FA, and competition organisers such as local leagues. Not only are there a number of administrative tasks to perform, but Club Secretaries field queries about lots of diverse areas related to the club.

Tasks may include (but not be limited to):

- Assist in setting the strategy for the club with the Club Chair;
- Officiate the AGM and support the Club Chair;
- Act as the ambassador for the club;
- Be involved in special projects the club hosts/ becomes involved with;
- Assist the committee in making decisions for the benefit of the whole club including disciplinary matters;
- Attendance at committee meetings and appropriate external meetings as determined by the Club Committee;



1. INTRODUCTION

- Advise committee on club policy where required.

The toolkit will explain further on about some of the supportive technologies currently available as well as resources and materials to support club secretaries in completing these tasks.

“

I deal with all incoming emails, queries and questions, I also communicate to the team managers on various topics...I run the fixtures for the club, organise the referees for the club, and manage my own team as well! Seeing how the club has grown and how welcomed it is as part of the community is really pleasing.”

Club Secretary, Kent

An example of a role profile for the Club Secretary can be found [Appendix 1](#).

Other key roles within the club that the Secretary will liaise with could include (not an exhaustive list):

- The Club Chair whose role is to oversee the effective and efficient running of the football club and ensure it is managed appropriately. There is a separate toolkit for Club Chairs.

- The Treasurer, who will manage and administer the club's finances, the bank account, maintain a record of income and expenditure, and a balance sheet which must be presented at the club's AGM.
- All clubs with players and teams under the age of 18 must appoint a Club Welfare Officer. Safeguarding is everyone's responsibility, but the Welfare Officer is key, along with the committee, to ensure safeguards are in place at your club/league.
- FA Charter Standard co-ordinator (CSCo) – responsible for the annual processes around retaining the clubs accreditation status and the clubs contact regarding any fulfilment of rewards for been FA Charter Standard accredited
- Managers/coaches – responsible for individual age group teams within the club.
- Other key volunteers such as Respect Ambassador, first aiders, additional parent helpers, etc.

Want to find out more?

- [Understanding your Club People](#)
- [Governance – Your Committee](#)

THE BENEFITS OF VOLUNTEERING

As a volunteer in football, you are in good company! It is estimated that there are some 500,000 volunteers across the country running the game and providing opportunities to thousands of children and adults to play football each week.

**IT IS WIDELY RECOGNISED THAT VOLUNTEERING
CAN BRING A NUMBER OF BENEFITS**



**SENSE OF
PURPOSE**



**CONNECTING
WITH OTHERS**



**BEING PART OF A
WIDER COMMUNITY**



**INCREASING
SELF-CONFIDENCE**



**MENTAL AND
PHYSICAL HEALTH**



1. INTRODUCTION

The FA would like to take this opportunity to say 'thank you' to all those in a volunteering role as we recognise that quite simply, without you there would be no game.

In return we hope that you find your involvement in football rewarding, fulfilling, educational, fun and above all something that improves your quality of life.



HOW THE TOOLKIT IS STRUCTURED

This toolkit is to help educate, empower, enable and equip you to perform the role of Club secretary with confidence.

Each club will be different in its nature and make up, but in general some core responsibilities will be common to all and this toolkit has been structured around the following key areas:

1. Knowledge and Skills Required for the Club Secretary Role
2. Club Administration and Management
3. Club Development and Charter Standard
4. Using Technology
5. Further Resources and Support

2. KNOWLEDGE AND SKILLS REQUIRED

Club Secretaries will want to be well organised, conscientious and good communicators. The ability to foresee find solutions and explore opportunities would be extremely beneficial for the smooth and effective running of your club. Although you are not expected to lead on every area, you will be involved in a number of different areas of the club such as coaching, safeguarding, organising AGMs, liaising with the league and collaborating with parents.

As a club secretary you are empowered to lead the club's vision in an operational capacity, equipped to manage the club day to day, seeking opportunity through collaboration, enabled to adapt and maintain the overall health of the club. As well as technical knowledge about processes and football specific issues, through our consultation with Club Secretaries we know that it is often the 'soft' skills that are important in this role, for example communication, conflict resolution, time management, influencing, and negotiation.

A summary of these skills is opposite.



LEADERSHIP

- Delegation
- Decision making
- Conflict management
- Providing feedback
- Collaboration across the club
 - Mentoring



TEAMWORKING

- Hosting meetings
- Networking (inside and outside the club)
- Establishing lines of communication
 - Flexibility/adaptability
 - Commitment
- Joining people together



PROBLEM SOLVING

- Prioritisation
- Attention to detail
- Logical and critical thinking
- Research and analysis



COMMUNICATION

- Active listening
- Non-verbal communication
- Public speaking e.g. at AGM or league meetings
 - Confidence
 - Clarity



2. KNOWLEDGE AND SKILLS REQUIRED

DEVELOPING YOUR SKILLS

Whether you are a new or experienced Club Secretary, there is always something new to learn and different ways to do things. If you are keen to develop your skills further, some additional ideas could be:

- Speak with your County FA to discuss the role and what support you need.
- Identify a Club Secretary from a local club to shadow, spend some time or buddy up with.
- What training courses have you been on or are available in your day job that could also be useful for your role as Club Secretary?
- What reading could you do to help you in your role?
- Your local Further Education establishment may run evening classes in these areas, an internet search will provide lots of information, and you may also have expertise within your club in these areas that you can call upon.

MENTORING OPPORTUNITIES FOR CHAIRS

If you are an experienced Club Secretary, and you feel you have mastered all or many of these skills above, have you considered mentoring other Club Secretaries to help them in their roles? Likewise, if you would like to speak with an experienced administrator to improve what you already do, get in touch with your County FA to discuss in more detail.

“ Volunteers are probably the hardest people to communicate to as we are so busy. So as a club we’ve got to be on top of technology and look at different ways to communicate our messages to the right people across the club and to the wider community”

Club & league volunteer, Kent

3. CLUB ADMINISTRATION AND MANAGEMENT

There is a lot of work involved in running a club, and the key to success is the sharing of tasks. Clubs that relying on one person to manage a number of different roles and tasks will find it difficult to operate sustainably. The more volunteers who can help and complete tasks along with good planning will lead to a better run club.

In the Club Secretary's role, there are a number of duties that need fulfilling at different times of the year. These include:

PRE-SEASON (JUNE/JULY)

- ✓ The club should ensure it has enough volunteers and coaches to run the teams and players to fulfil team numbers
- ✓ Affiliations to the County FA and relevant competitions renewed
- ✓ Register players on the Whole Game System (WGS) as well as capturing any additional information the club may require
- ✓ Subscription rates agreed and communicated to players and parents
- ✓ Codes of Conducts for players, volunteers, parent and spectators shared and signed
- ✓ Familiarisation with Standard Code of Rules (SCOR/SCORY), FA Handbook, and league rules
- ✓ Matchday and training facilities booked
- ✓ Friendlies arranged
- ✓ Attendance at relevant league meetings, annual general meeting (AGMs), etc.
- ✓ Host internal club meetings for parents of youth teams, players and volunteers (ADD LINK TO CLUB WELCOME PACK)
- ✓ All Club Secretaries with youth teams will need to complete the FA Safeguarding Committee Members Course, more information can be found here (need to add link)
- ✓ Work with your CWO to ensure those volunteers working with U18 players have an in-date FA DBS check and FA safeguarding training.

DURING THE SEASON (AUGUST – MAY)

- ✓ Ensure home games and training have been arranged
- ✓ Organise any travel required for away games
- ✓ Communicated and work together with different members of the club e.g. grounds team, welfare officer etc.
- ✓ Hold regular club committee meetings
- ✓ Maintenance of club records and information
- ✓ Ensure attendance from the club at relevant league meetings
- ✓ Manage all club admin and disciplinary procedures as they arise
- ✓ Continue to support volunteers within the club

END OF THE SEASON (JUNE)

- ✓ The club should hold an Annual General Meeting (AGM)
- ✓ Look to recognise and congratulate the players on their seasonal achievements,
- ✓ Look to recognise and reward volunteers
- ✓ Review and reflect on the season

3. CLUB ADMINISTRATION AND MANAGEMENT

Want to find out more?

- [The FA Whole Game System](#)
- [Making your Club Meetings Count](#)
- [Club Welcome Pack](#) **NEW CLUB CHECKLIST**

- ✓ Contact your County Football Association in the first instance for a discussion and advice on setting up your club.
- ✓ Select club name and colours – organise/ purchase kit (check with the local County FA that name and branding is permissible)
- ✓ Appoint club officials (Chair, Secretary, Treasurer, Welfare Officer as minimum, also consider other roles as required)
- ✓ There must be a club safeguarding policy where there are U18s and or Adult Disability Teams for more information click here. Clubs with youth teams must ensure their committee members have completed The FAs Safeguarding Committee Members course (add link). Clubs with adult disability teams must appoint a CWO (Adult Disability Teams) for more information click here. Write/adopt club constitution and organise AGM
- ✓ Set up a club bank account and ensure ongoing fundraising
- ✓ Affiliate with your local County FA, enter the league and arrange suitable insurance covering all club activities
- ✓ Produce a list of running costs – as a new club it will be important to raise funds quickly to cover items such as affiliation, league membership, pitch hire and kit
- ✓ Understand the rules of the competitions you are entering
- ✓ Purchase suitable kit, matchday and training equipment
- ✓ Hire pitches for matches and training
- ✓ Begin to advertise your club and the opportunities to play and volunteer
- ✓ Ensure you have enough volunteers to support the club and players to fulfil teams
- ✓ Begin to work through the seasonal check list stated above

If you require further help, contact your local County Football Association.

- **Standard Club Rules**
- **Safeguarding for Committee Members**
- **Safeguarding Adults in Disability Football**
- **Safeguarding Policy templates**

RULES AND REGULATIONS

All clubs should act within the rules of The Football Association and refer closely to the Standard Code of Rules/Standard Code of Rules for Youth players. Your club will need to adopt a constitution and appoint volunteers to become club officials. All clubs should appoint a Chair, Treasurer and Secretary. All youth teams must have a Club Welfare Officer and club officials working directly with children should have a valid FA DBS check.

Want to find out more?

- **Safer recruitment and DBS Checks The FA Handbook**
- **Standard Code of Rules Standard Code of Rules Youth**

AFFILIATION

All clubs should affiliate to their respective County FA, which acts as a quality assurance and safety net to help protect players, clubs, officials and administrators. Your County FA will advise on suitable league/competition membership for the teams in your club.

SAFEGUARDING

Safeguarding is everyone's responsibility. To ensure you have appropriate safeguards in your club it is important that everyone is aware of your safeguarding children policy and the procedures for reporting a concern about the welfare of a child. Working with your Club Welfare Officer, you will be ensuring that everyone is aware of and adheres to the club policy including safer recruitment of club officials, those who are eligible having in date FA DBS checks and safeguarding training. Guiding on expected behaviours, the use of social media, getting parent/carer consent and giving children a voice are all key to a well-run club. Clubs with adult disability teams must appoint a CWO (Adult Disability Teams) and have a Safeguarding Adults Policy.

Want to find out more?

- **FA – Safeguarding**





3. CLUB ADMINISTRATION AND MANAGEMENT

LEAGUES AND COMPETITIONS

Fixtures are organised and administered by the league or competition, advising clubs of forthcoming games. Leagues are most often run by volunteers, and if the league is on Full Time (FA system for fixtures and results) this is an easy way of keeping updated. It is important that clubs understand the rules of the competition they enter.

PLAYER REGISTRATION

The league and cup competitions you decide to enter will have rules in place regarding player registration. These rules will be provided to you when you enter the competition. See the section on Whole Game System for more information on technology available to enable this. It is important that adequate insurance cover is in place for players in case of accident or injury. Your County FA can share with you the current insurance packages that form part of their affiliation and/or providers they work in partnership with.

PITCHES AND FACILITIES

You will need to identify a home ground for your team/s matches and facilities for training. You should apply to the relevant Local Authority, Parish Council, non-league team or private pitch owner to hire a pitch for training sessions and home games. Pitch hire costs and terms vary widely, so take note of these and also check if you need to take out insurance.

If you need help to identify a suitable facility, or support in improving an existing facility, your County FA is the first point of contact.

Want to find out more?

- [FA – Facilities](#)
- [Football Foundation](#)

MATCHDAY ARRANGEMENTS

On matchdays, the Secretary must ensure that team members, opponents and match officials know the date, venue, colours and timings of home matches. The Secretary must confirm that match officials have been appointed in advance and appoint a club member to look after the officials, including paying their match fee. Results must be submitted to the league or competition or entered onto Full Time as soon as possible after the match has ended (check your league rules).

When travelling to away matches, the Secretary must ensure that arrangements are in place for the players, coaches and other team officials to arrive in plenty of time for kick-off. The team will need to know directions to the venue and kick-off time, with any transport arranged as necessary (refer to FA Safeguarding Policy on travel arrangements).

DISCIPLINE

All player discipline is administered by your relevant County FA and the Club Secretary is responsible for ensuring that all players are eligible to play.

Want to find out more?

- [FA – Anti Discrimination](#)
- [FA – Information for Players on Disciplinary Procedures](#)

VOLUNTEERS AND COACHES

As Club Secretary you will be working alongside and supporting a number of people in voluntary roles, these may be parents fulfilling a variety of roles e.g. Respect ambassador, Welfare Officer, social media and so on. Some of these individuals will be new to the role and indeed the role itself may be new to the club, therefore it is important that as Club Secretary you are well informed on the various roles, prepared and available to support these volunteers.

Whilst you may not be a coach yourself, you are also likely to be supporting team managers and coaches to ensure they have everything they need to carry out their roles effectively. The links below will take you to FA Learning and other resources that coaches may find useful.

Want to find out more?

- [Youth Football Guidance's and Resources](#)
- [The FA BootRoom](#)

EQUALITY, DIVERSITY AND INCLUSION

Clubs should be open and inclusive. Ideally the Club Committee should reflect the local community in which it exists. That could mean having people from a variety of backgrounds on the Committee. For example, reflecting differences in age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Its best practice that a policy outlining this is completed a template can be found [here](#).

If you require further support, please contact your local County Football Association who will be pleased to assist.



4. CLUB DEVELOPMENT AND THE FA CHARTER STANDARD

Whilst club administration and management allow the club to operate effectively, club development is about taking the club forward and ensuring it has a healthy future. This section looks at some important development areas as well as The FA's club accreditation programme, The FA Charter Standard.

CLUB DEVELOPMENT PLANNING

It is important that the club considers how it will plan its current activities and look to the future. A Club Development Plan is a document that will help you to do this, and by producing one this can inspire club members and volunteers into action and follow the vision set out.

The Club Chair is responsible for developing and leading the club towards its vision, and the Club Development Plan is the document that can help you to get there and so that everyone can see their role in achieving the vision.

The plan can be broadly broken down into on field activities and off field tasks.

- On field activities include ensuring playing opportunities for all, developing player pathways for males and females from youth to adult, developing coaches through coach education and a coaching philosophy for the club.

- Off field tasks include marketing your club, sponsorship and community engagement.

A Club Development Plan will help you to gain sponsors, develop connections with the local community and move the club in a positive direction.

If you would like support to produce your club development plan, please contact your County FA.

Want to find out more?

- [The FA Charter Standard](#)



5. CREATING THE BEST ENVIRONMENTS

THE FA CHARTER STANDARD PROGRAMME

Since 2001, The FA Charter Standard has been The FA's kitemark accreditation programme open to grassroots clubs and leagues. It's proud to raise standards in the grassroots game, supporting the

development of clubs and leagues, recognising and rewarding those who make sure the game is safe, fun and inclusive for all.

PROUD



78% of all affiliated club football is played within accredited environments.

The programme has played a key role in raising quality and standards of behaviour, as The FA aims to support the best places for people to play and enjoy football by helping clubs and leagues achieve both on-pitch and off-pitch criteria

The opportunities clubs provide for their community has significantly increased, something The FA will recognise by expanding the range of support services relevant for clubs. This will be primarily achieved by evolving the existing FA Charter Standard Programme onto a new club accreditation framework by 2021/22.

The FA will support, incentivise, and recognise clubs creating opportunities for players to play and experience football from the youngest age groups through to adult and veterans. Demonstrating a pathway of opportunity to play and enjoy the game at every age group within one footballing community, whether that's under one clubs' umbrella or via a number of clubs working

collaboratively. The vision is to have clubs, or a network of clubs, that are fully inclusive, providing opportunities for all boys, men, girls, women and those with a disability to play football.

The club programme will support them in their desired direction with aligned and appropriate services, in becoming sustainable community businesses.

See the link below for a whole host of information relating to The FA Charter Standard, the criteria and the benefits. If you are already a FA Charter Standard youth or adult club, have you considered applying to become an FA Charter Standard development or community club?

Want to find out more?

- [The FA Charter Standard Programme](#)



5. CREATING THE BEST ENVIRONMENTS

THE FA'S RESPECT PROGRAMME

The FA's Respect programme was launched in the 2008-09 season following a build-up of behavioural problems in the National Game. The FA's 'We Only Do Positive' aims to promote and educate coaches and parents on their roles in creating a fun, safe and inclusive environment for all the players, ensuring

they have great experiences throughout their football journey.

Previous research highlighted that 9 in 10 children play better with positive encouragement. As well as identifying that negative connotations a negative experience can have on a child.

ENVIRONMENT

We only 😊
do positive.

From 344,000 reports
89% are reporting a
positive experience



93% of Youth Teams
with a qualified coach
+8,125 2018-2020



Want to find out more?

- [Respect](#)
- [We Only Do Positive](#)
- [We Only Do Positive Handbook](#)
- [Respect Codes of Conducts](#)

MARKETING YOUR CLUB

Never before have there been such a wide range of opportunities to communicate messages to specific audiences. By having a good marketing strategy and using different channels to communicate with your stakeholders, you will have a greater presence and create better awareness of your club.

Websites remain an important element in the marketing plan for your club. It is recommended that you have a website and use it as a central point from which to communicate club news and developments.

Social media provides clubs with a free and excellent opportunity to engage with those inside the club but also those externally. There are other channels to consider, such as the local media, word of mouth, website and club newsletters.

Think about your existing players, parents and volunteers as well as potentially attracting new ones. What is your strategy for keeping them involved and informed? How will you keep them engaged and committed through the season?

Local press, posters and flyers can still be effective in these digital times. Local newspapers are often looking for content and keen to hear from clubs about what is happening in the local community particularly with personal interest stories and links to something bigger.

Websites remain important as well as Facebook and Twitter. Consider how a new player would come into contact with your club and the journey they would take if they wished to join – this includes having up to date contact details available and a speedy and customer friendly response to queries. There is nothing worse than a non-responsive club!

Want to find out more?

- [FA Clubs and Leagues](#)
- [Club Promotion](#)

SPONSORSHIP

If the club has any sponsorship agreements that provide the sponsor with specific rights e.g. using branded warm up kit or displaying sponsorship boards, you will need to make sure these rights are delivered each game. Leagues and competitions may also have their own sponsorship agreements that require clubs to display specific branding so make sure you are aware of these.

Want to find out more?

- [Marketing and Sponsorship](#)



6. USING TECHNOLOGY

In today's digital society, football is increasingly embracing technology and therefore as club secretary it will be extremely beneficial if you are familiar with the tools available and how they can make club administration easier and quicker.

The FA have developed several systems which are summarised below with links to provide you with more information:

WHOLE GAME SYSTEM

The Whole Game System (WGS) is The FA's web-based administration system which is completely free of charge to use, and provides the following benefits:

- Easily accessible information on your club and players to make admin easier and quicker.
- All club data in one safe place, including affiliation, discipline, players, club officials, and safeguarding.
- Clubs, managers, players and parents can all receive important news and updates (match reports to messages from the manager to players, rule changes and important County FA and FA announcements e.g. regarding safeguarding, COVID-19 or volunteer qualifications).
- Tailored offers from FA partners.
- The WGS is fully integrated with Full Time and the Matchday app to make access and management of information on your club simple and accurate.

- For club secretaries, it means that:
- All player emails and emergency contacts are in one place (GDPR compliant)
- Roll player info from one season to the next to save time
- Reduced volunteer hours
- Easy matchday reporting means fewer fines
- Stay on top of payments via PayPal (per game, quarterly or seasonal)
- Tailored and vital info from The FA
- Access to all of the benefits of The FA Matchday app and Full-Time
- Completely free of charge to use

Want to find out more?

- [The Whole Game System](#)

FULL TIME

Full-Time is The FA's free league administration system, launched in 2003 and now used by over 800 leagues across the country. It provides an easy way of managing your team/club's progress online and it is the only league administration tool that works in conjunction with TheFA.com, your County FA website, the Whole Game System, and the Matchday App.

Full Time provides you with fixtures, results and tables that are regularly updated and can be accessed at home or on-the-go via the mobile site. You can start with the basic features and then build in as many of the options as you like, as and when you are ready to introduce them.

Want to find out more?

- [FA Full Time](#)
- [FA Digital Gym](#)

“ Full Time and the Matchday App are brilliant improvements, reducing volunteer time and hours, and saving costs.”

Club and League official, Kent

MATCHDAY APP

We estimate as much as 40% of affiliated football match fees go unpaid each season. That represents a lot of money that your club could be losing, making it incredibly difficult to balance the books, not to mention all the time it takes to chase players for payment.

The good news is there is a new way to collect match fees quickly and easily.

From the Matchday app on your phone, you can accept payments directly from your players

either per match, as a one-off payment or multiple instalments. No more chasing players for fees or fumbling with cash – just more time for you to run your club.

Want to find out more?

- [How to get Match Day ready](#)
- [Grassroots Digital Products](#)



6. USING TECHNOLOGY

SOCIAL MEDIA

It is important for your club to have a presence on the main social media platforms, in order to engage members and the local community, providing instant information and promoting the activities of your club.

Social media should form a key part of your overall communications strategy and should be an essential part of your plans for events and campaigns. See above in the marketing section for more detail. Like all communications methods you intend to use, with social media, you should have a vision and purpose in mind and goals, targets and milestones.

Your social media plan should focus on a few simple elements:

- What do you want to achieve?

- Deciding which social platforms to use – each platform has its own distinct features and benefits (e.g. Twitter is the most instantaneous, Facebook can be more visual, YouTube for video content)
- Working out who is responsible for managing the content
- Using your social media in coordination with other marketing and communication channels.
- As with many areas mentioned in the toolkit, your County FA will be able to provide support around your social media plan and output.

Want to find out more?

[Safeguarding in the Digital World](#)

[Clubs and Leagues](#)

7. FURTHER RESOURCE AND SUPPORT

COUNTY FA SUPPORT

There are 50 County Football Associations (CFAs) based around the country, and the County FA that you affiliate to is the local Governing Body of football, responsible for football governance, discipline, administration, competitions, and football development.

Whether small, medium or large the County FA will have people in place to support the development of clubs and many CFAs provide a bespoke support package for clubs including club evenings, forums and other training to bring clubs together, share good practice and find solutions to common problems.

They will also have access to a network of FA staff who work regionally and nationally and have specific expertise in key areas and can put you in contact when appropriate.

A full list of County FAs and the main contacts can be found [here](#).

SUPPORT FOR CLUBS AND LEAGUES DURING COVID-19

During these challenging times football is needing to be planned and operated differently, with guidance evolving as we continue to navigate through the pandemic.

It's important to continue to follow the most recent up to date government and FA guidance.

With many people continuing to stay at home and utilising digital technology to work, socialise and communicate, the fa has launched a new platform for leagues and clubs to help them become digitally fit.

The Digital Gym is now open for all leagues and clubs, and content is to be added almost daily to help you become more tech-savvy, ahead of the new season. With technology helping clubs and leagues to administer more efficiently, the Digital Gym will aid education in utilising various platforms to take the pressure off.

DEVELOPING CLUB NETWORKS

Although there may be a healthy rivalry on the pitch, off the pitch much can be gained by developing positive links with your local clubs. It is vitally important the clubs can create and connect networks to support each other as this is often where the biggest learning points and sharing of good practice can occur – why reinvent the wheel!

You may already know of like-minded clubs playing in the same league, or those who have faced similar challenges to those you have now. Through social media it is also possible to follow clubs on Twitter and Facebook, which can develop helpful links. If you would like support in developing links with local clubs and others around the country, contact your County FA.



7. FURTHER RESOURCE AND SUPPORT

SPORT ENGLAND CLUB MATTERS



Sport England have produced, through their **Club Matters** programme, a comprehensive set of resources for clubs. Whilst not football specific, the content and topics are very relevant for grassroots and community football clubs.

These are free and practical resources covering a wide range of topics relevant to sports clubs, including:

- **Club Finances** (managing costs, generating income, tax and budgeting)
- **Club Management** (club structures, effective committees, facilities, managing risk)
- **Club People** (volunteers, coaches, inclusivity)
- **Club Marketing** (market research, social media, sponsorship)

There are templates and examples as well as online resources that can be accessed

Through the consultation undertaken for this

resource, role profiles and support around committees came through and Club Matters has all this and more.

OTHER KEY CONTACTS

- Your **local authority** – facilities, funding, rate relief
- Your local **Active Partnership** (previously County Sports Partnership) who often have information on sources of local grants and other knowledge and expertise.
- League officials – you can find these in the local County FA handbook

We hope that you have found this toolkit useful and thank you once again for all you do for grassroots football.

<http://www.thefa.com/get-involved/player/clubs-and-leagues>

**We hope that you have found
this toolkit useful, and thank
you once again for all you do
for grassroots football.**

[TheFA.com](https://www.thefa.com)



ACKNOWLEDGEMENTS

WE WOULD LIKE TO THANK THE FOLLOWING CLUBS AND LEAGUES FOR THEIR SUPPORT IN PRODUCING THESE CLUB AND LEAGUE TOOLKITS:

Warren Barlow

Secretary, Bolton & Bury League (Lancashire)

Helen Brain

Secretary, Gloucestershire County Women's League (Gloucestershire)

Phil Cheverton

Vice Chair/General Secretary, Orpington and District Sunday League (Kent)

Tony Eden

Chair, Letchworth Garden City Eagles (Hertfordshire)

Claire Finn

Secretary, Oxford Mail Girls Football League (Oxfordshire)

Colin Ive

Chair, Yateley United (Hampshire)

Kevin Lorkins

Hutton FC (Essex) and Essex Olympian League

Ian Potter

Chair, Aylsham FC (Norfolk)

Gemma Smith

Chair, Hitchin Belles (Hertfordshire)

Karen Ward

Secretary and Respect Officer, Norfolk Combined Youth Football League (Norfolk)

Craig Wilkinson

Secretary, East Lancashire Football Alliance (Lancashire)

Leigh Willis

Chair, Anchorians (Kent) and Chair, Kent Girls & Ladies League

Martyn Wilson

Secretary, Doncaster Junior League (Sheffield & Hallamshire)

APPENDIX 1. CLUB CHAIR ROLE PROFILE

POSITION	REPORTING TO	ROLE PURPOSE
Club Secretary	Club Chair	Responsible for the administration of the club
KEY SKILLS	KEY ATTRIBUTES	DEVELOPMENT OPPORTUNITIES
<ul style="list-style-type: none"> • Confidence with IT and computer packages • Good communicator (both written and verbal) • Good organisational skills 	<ul style="list-style-type: none"> • Approachable • Trustworthy • Understanding • Reliable • Friendly 	<ul style="list-style-type: none"> • Safeguarding Committee Members Course • The FA Club Administrator Toolkit • The FA Handbook • Local County FA
KEY TASKS	PERSONAL BENEFITS AND GAINS	
<ul style="list-style-type: none"> • Day to day administration and correspondence both inside and outside of the club • Organising and minuting regular committee meetings and Annual General Meeting (AGM) • Attending league, County FA, and other external meetings • Affiliation (annual) & League membership • Maintenance of club records • Player registration and transfers • Dealing with disciplinary matters • Dealing with complaints and disputes • Supporting the welfare officer with safeguarding matters 	<ul style="list-style-type: none"> • To learn new and develop existing skills through hands on experience • Experiencing new challenges • Giving something back and supporting your local community • Being part of your local community • Personal satisfaction knowing you have helped others. • A chance to get out, have fun and meet some new people • Being part of something which is having a positive impact on people. • CV builder 	



FOR ALL

The Football Association
Wembley Stadium
London HA9 0WS
T: +44 (0)800 169 1863
F: +44 (0)800 169 1864
W: TheFA.com