

## Top Tips for Forming Club Links

Most communities do not know what clubs are in their area - so working with others is a great and more effective way to ensure local people know about the opportunities to be involved at your club.

There are three main groups a club may wish to link with:

- Educational establishment, e.g. school, college, or university
- Another football club, e.g. youth club or one within the pyramid
- Another sports club, e.g. cricket or athletics.

But you may consider other alternatives, such as businesses with large graduate schemes.

Club links should work together, meet the needs of members for both, and provide new and varied opportunities. Make sure that when you approach, and subsequently formalise a club link, that both organisations are committed to the cause, know the reasons why they want to connect with one another, and what each is offering to the partnership.

The benefits to forming a club link can be as follows:

- Increased participation within the club
- Established method of accessing new recruits
- Greater potential to recruit new volunteers
- Provide a pathway, e.g. transitioning U18s to adult football; helping talented players into the pyramid (or giving a chance to those exiting it); or even giving individuals access to another sport
- Raised profile within the local community
- Access to facilities and equipment
- More welcoming environment due to providing a familiar setting
- Financial opportunities through partnership work
- A chance to attend events and engage with individuals who would ordinarily miss out
- Co-operation, support, and resources from other partners.

If you are interested in setting up a club link, but need some advice or support, please contact the Football Development team at the Amateur FA.

