

## Top Tips on How to Recruit Players

- **Showcase your club:** run an event, such as an open day or something similar that allows you to promote and raise awareness of your club and its offer within the local area. Ensure it is well-planned and promoted in advance, with significant input from several individuals and on the day have someone who is responsible with the means of collecting contact information of interested individuals.
- **Utilise all forms of media:** exploit all means to promote your club and get its name out in the public domain: this can be through (but not limited to) the written press or your social media channels. Take advantage of the changes of how people consume information and create visual media: videos, photos and/or podcasts that stay current and relevant.
- **Have a presence in the community:** new people will move into your local area all the time, so there is always an opportunity to discover new players. Aim to have a club noticeboard in the heart of the local town and keep it up-to-date with news. In addition, attend other events in the local community so you can show the value you provide.
- **Have the right environment:** Irrespective of the level that you play, people want to feel welcome and included when they enter or join a new organisation. Be sure that your club culture fosters this throughout, ensuring it is safe and respectful to any new additions; adopting The FA's Respect Code of Conduct is a good starting point for this.
- **Provide a pathway:** some individuals feel they cannot commit to an 11-a-side team from the outset. By running either a small-sided team or a Just Play session within your club, individuals can play football and get an understanding of the culture within it, particularly when invited and included in club events. This can lead to a transition into the 11-a-side game over time, either "to help out" on occasions or because their passion fully returns.
- **Build links with others:** look to establish a rapport and official link with a club outside of the Amateur FA, a don't be dismissive of one within the step system. In doing so, you further the pathway for your talented players; demonstrating that you will help them reach the highest possible level they can, whilst also being able to pick up any players that want to leave the non-league system.
- **Be visible on FA platforms:** Whole Game System allows you to place a club profile on it. Keep it brief and to the point, explaining your ethos and teams as well as your best means of contact. Additionally, there is a 'Play Football' search function through The FA; be sure that your club has a presence on it as it will mean you pick up players who are specifically looking for football opportunities in your local area. The AFA will also publish an advert on their website and social media if requested.

