

# MARKETING AND COMMUNICATIONS CHECKLIST

CLUB OBJECTIVES	YES/NO	Action Required	Responsible	When
Does your club have clearly defined objectives?				
Does your club have clearly defined sponsorship targets?				
Does your club have clearly defined membership targets?				
Does your club have clearly defined social event attendance targets?				
Does your club have clearly defined matchday attendance targets?				
Does your club have clearly defined fund raising targets?				

COMMUNICATION PLAN AND RESPONSIBILITIES	YES/NO	Action Required	Responsible	When
Does your club have a communication plan?				
Does your club include communication tasks within your club position descriptions?				
Does your club have a clear understanding of whom it wishes to communicate (build relationships)?				

DOES YOUR CLUB ACTIVELY COMMUNICATE WITH CLUB STAKEHOLDERS	YES/NO	Action Required	Responsible	When
Does your club actively and effectively communicate with players?				
Does your club actively and effectively communicate with volunteers?				
Does your club actively and effectively communicate with employees?				
Does your club actively and effectively communicate with past players?				
Does your club actively and effectively communicate with sponsors?				
Does your club actively and effectively communicate with suppliers?				
Does your club actively and effectively communicate with local government?				
Does your club actively and effectively communicate with state and federal government representatives?				
Does your club actively and effectively communicate with its local, state and national sporting body?				
Does your club actively and effectively communicate with the local community?				
Does your club actively and effectively communicate with local businesses?				
Does your club actively and effectively communicate with wider community?				
Does your club actively and effectively communicate with media companies and outlets?				
Does your club actively and effectively communicate with local schools and other community groups?				

**Action Required** - What (if any) action is required? **Responsible** - Who is responsible for the action that must be taken?

**When** - By what date does the action need to be completed?

This Marketing and Communications Checklist is general in nature and does not consider the unique circumstances of your club so is unlikely to identify all fundraising areas your club may be exposed to.

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DATABASES OF CLUB STAKEHOLDERS	YES/NO	Action Required	Responsible	When
Does your club have a database of information and contact details of its players?				
Does your club have a database of information and contact details of its volunteers?				
Does your club have a database of information and contact details of its employees?				
Does your club have a database of information and contact details of its past players?				
Does your club have a database of information and contact details of its sponsors?				
Does your club have a database of information and contact details of its suppliers?				
Does your club have a database of information and contact details of its local government contacts and Councillors?				
Does your club have a database of information and contact details of its state and federal government representatives?				
Does your club have a database of information and contact details of its local, state and national sporting body?				
Does your club have a database of information and contact details of its local businesses?				
Does your club actively and effectively communicate with wider community?				
Does your club have a database of information and contact details of its media partners and mainstream media outlets?				
Does your club have a database of information and contact details of its local schools and other community groups?				
DATABASES MANAGEMENT	YES/NO	Action Required	Responsible	When
Does your club have a person (or persons) responsible for maintaining its communication databases?				
Does your club have a person (or persons) responsible for maintaining its website?				
COMMUNICATION METHODS	YES/NO	Action Required	Responsible	When
Does your club publish a regular newsletter?				
Does your club publish a regular e-mail newsletter?				
Can interested people register online to receive your club's newsletter?				
Does your club publish a regular media releases?				
Does your club regularly update its website?				

**Action Required** - What (if any) action is required? **Responsible** - Who is responsible for the action that must be taken?

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FACE TO FACE COMMUNICATION	YES/NO	Action Required	Responsible	When
Does your club invite local businesses to sponsor the club?				
Does your club regularly update players and members at gatherings of current news?				
Does your club create opportunities for club stakeholders to come together to socialise and network?				
Does your club actively engage its players to spread its messages and help with communication?				

SOCIAL MEDIA	YES/NO	Action Required	Responsible	When
Does your club use social media to engage its stakeholders?				
Does your club use social media on match day to communicate scores and results to those who can not attend?				
Does your club use social media to update stakeholders with club news?				
Does your club use social media to invite club stakeholders to events?				
Does your club have a Facebook page?				
Does your club use Twitter?				
Does your club use a photo sharing service like Instagram or Pinterest?				
Does your club use a video sharing service such as YouTube?				