



FOOTBALL  
QUEENSLAND

# PLAY FOOTBALL GUIDE

RECRUITMENT STRATEGIES



## CLUB SUPPORT

**UQFC** PLAY FOOTBALL  
THE UNIVERSITY OF QUEENSLAND FOOTBALL CLUB  
**JOIN OUR TEAM**  
COME AND TRY DAY  
UQFC  
DATE  
22 FEBRUARY

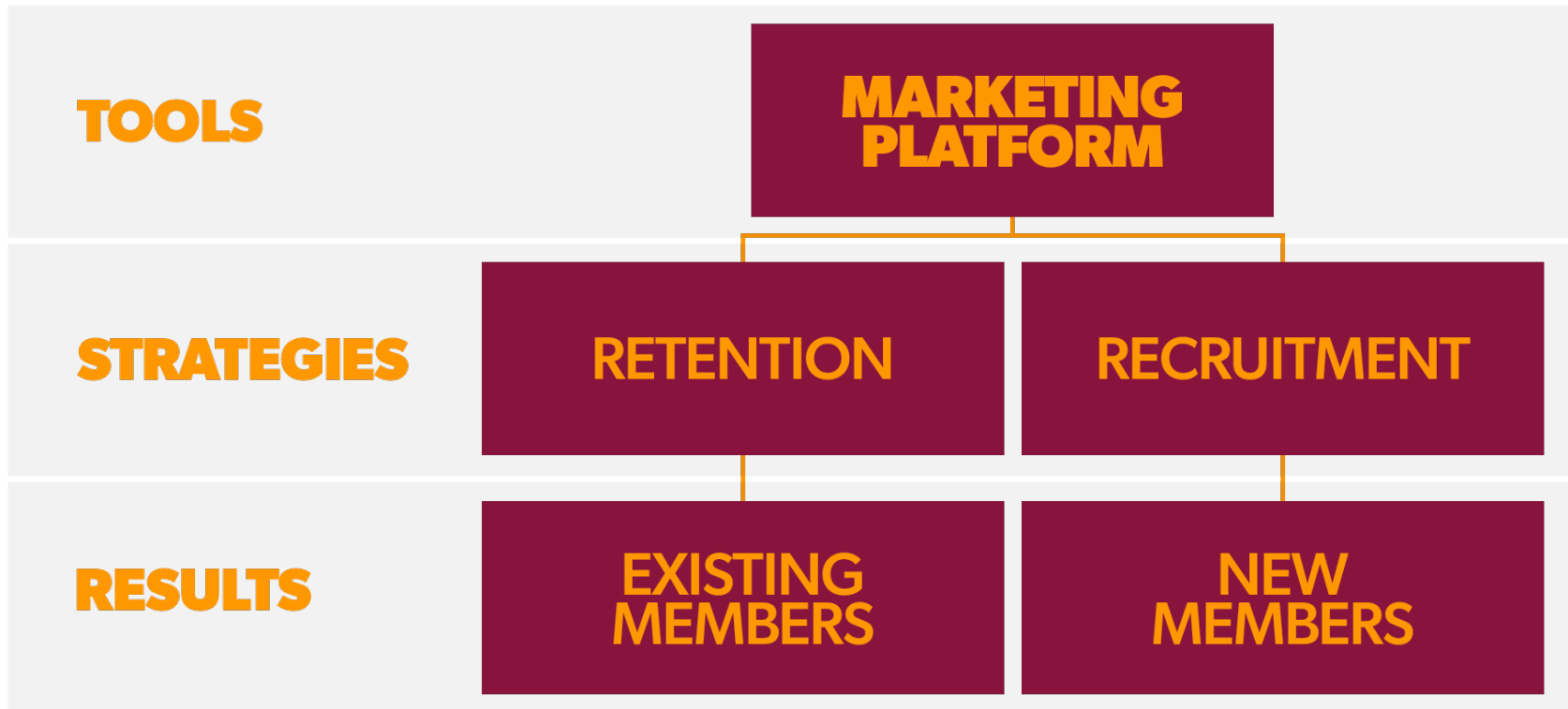
**POWER** FOOTBALL QUEENSLAND WALKING FOOTBALL  
**JOIN OUR TEAM**  
TOURNAMENT  
AJ KELLY PARK, REDCLIFFE  
DATE  
30 JANUARY  
TIME

**AVFC** PLAY FOOTBALL  
**JOIN OUR TEAM**  
SIGN ON DAY  
BROTHERS ASTON VILLA  
DATE  
30 JANUARY  
TIME  
9AM-4PM  
#PLAYFOOTBALL

PLAY FOOTBALL **WILLOWBURN FC**  
**JOIN OUR TEAM**  
COACHING COURSE  
WILLOWBURN FC  
DATE  
6 MARCH  
TIME  
10AM-3PM  
#PLAYFOOTBALL

# PURPOSE OF THIS GUIDE

Football Queensland has developed this Play Football Recruitment Guide to assist Queensland clubs by providing strategies and initiatives to recruit new players, coaches, referees and volunteers.



# ATTRACTING NEW MEMBERS

## Recruitment Strategies



Implementing these strategies will support the recruitment of new members to your club. Depending on your club's focus, you may target specific groups to increase the success of your strategies. FQ is offering to support clubs with recruitment by creating club-specific graphics, click [here](#) to request.

## Recruitment Strategies

# Sign-On Day

Club Programs

Come & Try / Gala Days

Existing Players' Word of Mouth

Schools

Incentives

**Hosting a Sign-On Day can be an effective tool for recruiting new club members.**

### Suggestions for your Sign-On-Day:

- Pick a suitable weekend, organise in advance and promote to both your members and the local community.
- Host it at your club and if possible, in your clubhouse. Show off your facilities and fields to your new members.
- Incentivise people to come along with activities for kids, a raffle or a giveaway.
- Connect a few computers with internet access for people to register on-site and provide cashless opportunities for them to pay for their registration.
- Set up a table with your club apparel to try on and purchase and/or include a pick-up area for those who have purchased club apparel online.
- Speak to members about volunteering and helping the club out during the year with roles that suit their skills or interests.
- Take photos and videos during the day for promotion on your social media channels to drive others to come along.

### Create a positive first experience with your club

- Provide each new member with an introductory letter, welcoming them and providing information on the club.
- Create an introductory handbook. This can be one step further than a letter and provide history on the club, sponsors, the key people involved, how you can help volunteer and any other information that may be deemed relevant.

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Create opportunities for new people to experience the sport and your club in both a social and competitive environment through a range of programs.

- MiniRoos Kick Off
- All Girls teams (MiniRoos & Juniors)
- Social Summer Football
- Masters Football (Women's O30, Men's O35 & O40's)
- Walking Football





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Host a fun, family-friendly event where people from the community can come along to experience your club atmosphere before signing up.

These events could be specific to a group the club would like to target e.g., MiniRoos Girls or Walking Footballers.

- Create a fact sheet that the players/parents can take away with key information.
- Introduce the club members who will be responsible for running the programs (coaches, managers) to provide new members with a recognisable face or contact.
- Run several fun programs or games to keep participants engaged and mixing with others.
- Utilise this as a time to create a bond between players, parents, coaches and club administrators.

Click [here](#) to request club-specific MiniRoos graphics to use for promoting your programs



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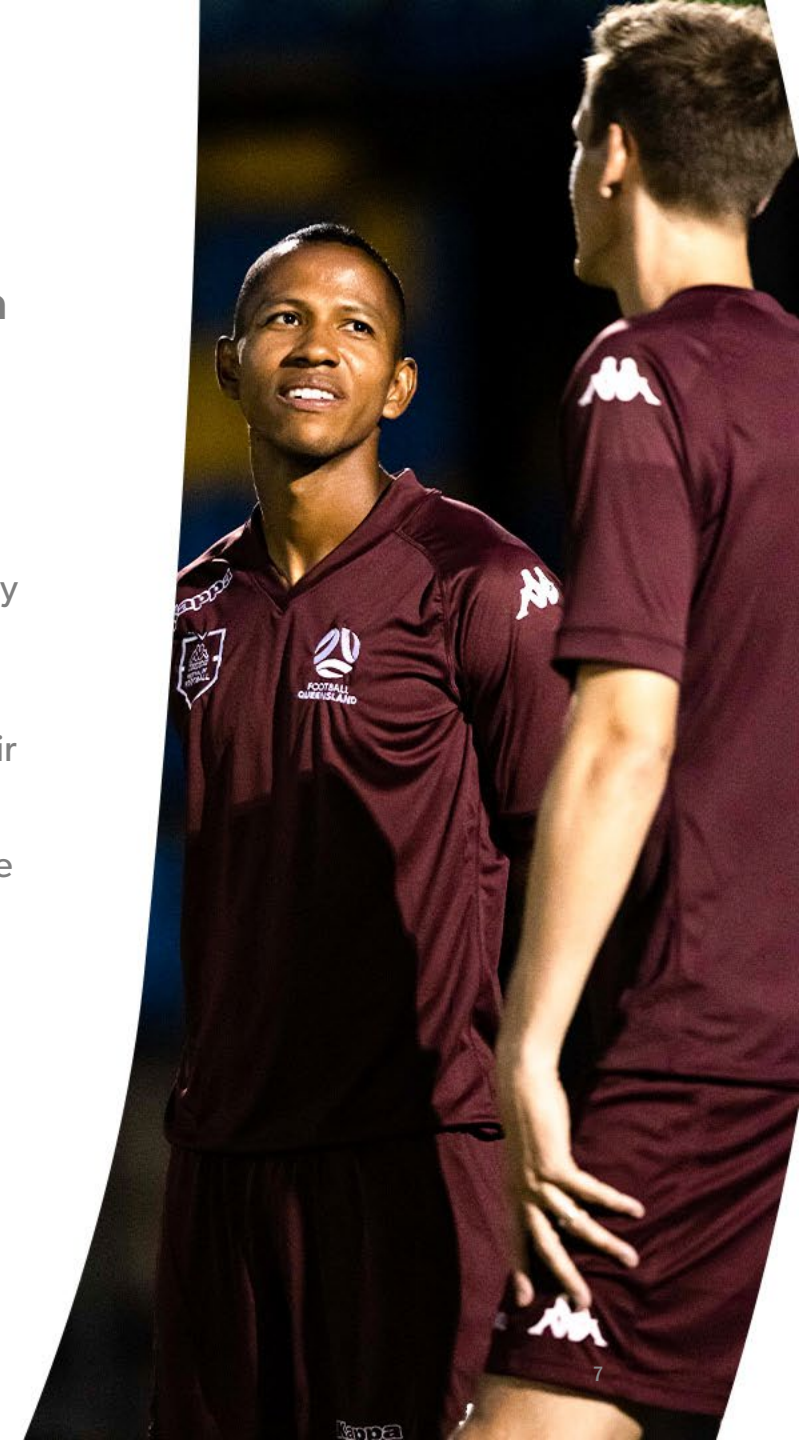
# Existing Players' Word of Mouth

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**Empowering your current club members is a great way to drive new members that are interested in joining your club.**

- Incentivise existing players with discounts on their fees or club apparel/merchandise to bring their friends and family members to join a club event or activity.
- Host 'bring a friend' training days or events to encourage new participants to experience football activities with their friends.
- Offer family discounts on registration fees if more than one or two family members join the club.





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## Schools

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**Building relationships with local schools is an important tool in the recruitment of new players, particularly MiniRoos.**

Tools to establish a relationship:

- Visit and introduce your club to the relevant school departments.
- Allow schools to utilise facilities if required.
- Offer to run coaching sessions at local schools.
- Provide schools with equipment & coaches for their programs.
- Determine whether the school runs a Sporting Schools football program and if not, provide them with information. [Click Here](#) for more information on how schools can get involved.

Schools may also allow clubs to promote events and programs within their channels to their parents and children through weekly newsletters or posters on site.





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# Incentives

**Using incentives to encourage new members can be included in registration costs.**

Incentive ideas:

- A free piece of apparel required that members must purchase to participate e.g. socks, shorts or a training shirt
- A reserved place within an exclusive program offered by the club e.g. training sessions
- Raffle tickets to win a prize donated by club sponsors
- Additional training sessions or mentor opportunities from high profile members
- First year member discount



For more information or assistance, please contact Football Queensland  
at [marketing@footballqueensland.com.au](mailto:marketing@footballqueensland.com.au)



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