



## Team to Club: Information Sheet

### What is the Team to Club project?

The Team to Club initiative is part of Volleyball England's brand new Go Spike! campaign. Due to be launched this summer the Go Spike! Campaign aims to get 10,000 new adults playing volleyball across the country and we have an exciting marketing campaign and event schedule planned!

After listening to the views of our members Volleyball England has designed this project especially to support small teams or clubs (25 adult members or less) to take advantage of the Go Spike! campaign and the publicity it will bring to volleyball. We've designed a tailored package to help participating teams and clubs to attract new players and grow their membership.

### How will the Team to Club project work?

Each participating team / club will receive a package of tools and information to enable you to run a successful local campaign to attract new members, make key local support contacts and grow your club.

Worth over £250, this toolkit includes;

- Free or discounted affiliation to Volleyball England \*
- 6 Go Spike! T Shirts
- Personalised Go Spike! posters and leaflets to advertise your team / club.
- Media pack including press release templates, list of local media contacts, guidance on promotional events and professional photographs for you to use.
- Contacts for local support personnel in your region (e.g. Sports Development Units and County Sports Partnership Officers)
- Grant of up to £60 to support a promotional event or session. (E.g. to cover hall hire for an event)
- Go Spike! bag to keep all your tool kit in!

\* Clubs who have not been previously affiliated to Volleyball England (in the last three years) will receive free affiliation to Volleyball England. Clubs already affiliated to Volleyball England will receive affiliation for a heavily discounted rate of £45 (Usual rate £85)

### What is expected of participating teams / clubs?

Teams / clubs participating in the project are asked to run **a recruitment campaign or event** during one or all of the months of July, August and September. Ideas include;

- Running a Go Spike! court at a Volleyball England event this summer.
- Have a 'Come try Volleyball' session at your local training venue.

- Advertising open volleyball sessions in your local park over the summer months.
- Joining up with another local event such as a fun run, county show or sports tournament to promote your volleyball club.
- Having a 'Friends and Family' picnic to encourage new people to try volleyball.
- Organising an after work competition for local businesses.

Please note, these are just a few suggestions; it is up to you to decide what will work best! The requirements for participating teams / clubs have been deliberately kept to a minimum in order to allow you the freedom to choose how to use your toolkit.

Participants are also required to submit **two sets of data capture** to Volleyball England which are associated with additional benefits;

- **Data Capture One:** Participants to submit Club Member Registration Form which is required to affiliate to Volleyball England. (Deadline 31<sup>st</sup> July 2011)  
*Upon receipt clubs will receive a **£35 Volleyball England voucher** to spend on services or products of your choice.*
- **Data Capture Two:** Participants to submit the data collected from recruitment drive (names and email addresses) and an updated Club Member Registration Form to show any new club members.  
*Upon receipt clubs will receive a **£50 voucher to spend at Sportset.com** (Online Volleyball retailers)*

#### Who can take part?

- Clubs must have less than 25 members (excluding junior members aged under 18 years old).
- Excluding matches, teams / clubs must meet at least once a week for volleyball sessions. These can be indoor or outdoor and should be taking place during the period of your recruitment drive.

#### How can my team / club apply to join the project?

To be involved in the Team to Club project you need to complete a short application form with the details of your team / club and a few sentences about how you plan to promote your club to new adult players and potential members. You may change your mind later on, but we just want to know about your ideas. There are plenty of suggestions above to give you some inspiration!

All application forms must be received by **Friday the 24<sup>th</sup> June 2011**. All applicants will be notified by the beginning of July, with the 25 chosen participants receiving their Team to Club pack by the Friday the 8<sup>th</sup> of July 2011.

<p>For more information on the Team to Club project please contact Kate Rothery at <a href="mailto:k.rothery@volleyballengland.org">k.rothery@volleyballengland.org</a> or 01509 227711 / 07808 763236.</p>
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