

Fundraising & Promotions Year-End Report – December 3, 2019
Peterborough City Soccer Association

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Volunteer Marketing Drive

On June 20, 2019 I issued a club-wide invitation for club members and friends to participate in a number of marketing initiatives:

- Social media promotion
- Soccer journalism
- Organizing and promoting senior teams game days and tournaments
- Call for photos and photographers

Apart from one parent who volunteered some photographs of the Peterborough Boys Festival, I had no responses. Perhaps I could have reached out again or taken a different approach to recruit individuals but as a volunteer my time is limited. I believe this response rate is an indication that a paid communications person would be a worthwhile investment for the club.

Recommendation: The club should consider a paid, part-time communications coordinator.

Social Media

On March 24, 2019 I gained administrative rights to the club’s Facebook page from page creator Glen Hannah. I have been keeping it up-to-date with weekly-ish posts about tournaments, club news, etc.

I tried gaining access to the club’s Twitter and Instagram accounts but to no avail.

That said, I think Facebook is the best social media platform for reaching parents.

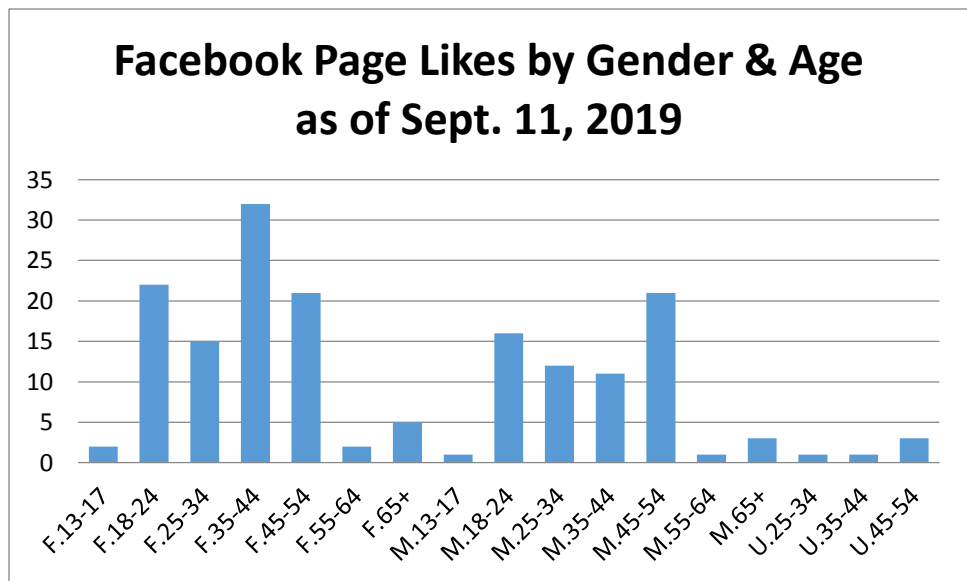
In the future, we should investigate a presence on youth-oriented social media but this is for young/hip minds to figure out.

Recommendation:
Create new Instagram

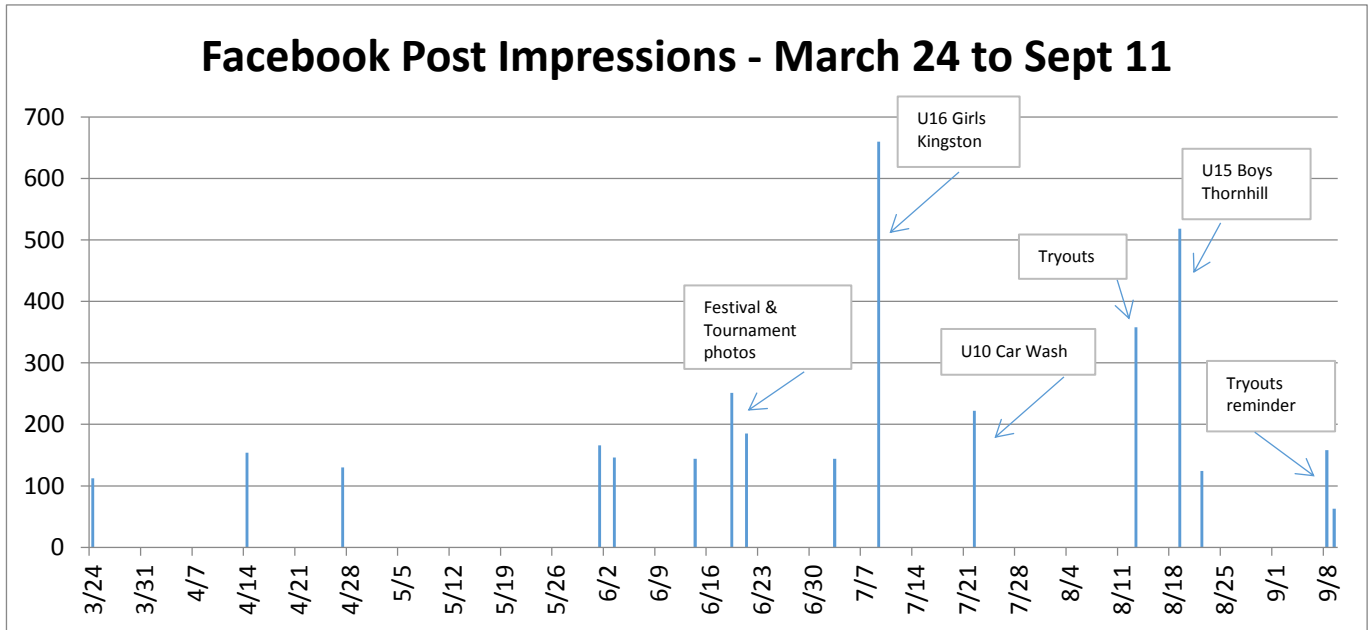
and Twitter accounts for the club. And if volunteers can be found, experiment with youth-oriented social media (e.g. Snapchat). Make these platforms part of paid communications position.

Gear Screening Opportunity with Ricard

At the end of March, Ricard agreed to provide any PCSA team with apparel screening at cost (i.e. they would only charge what was necessary to cover their costs. A summary report of how many teams participated, the cost and the savings to PSCA (i.e. in-kind donation by Ricard) is available upon request.



Recommendation: Re-establish team gear-screening arrangement with Ricart for 2020 season. Investigate inclusion of team sponsor recognition plaques as part of arrangement. Also, combine with online store idea (see below).



Sponsorships

Throughout the spring and summer, a small number of team sponsors were recognized through me. I'm sure there are other sponsors that worked directly with teams and possibly with Barry for website recognition. I circulated a survey to all team officials and club personnel asking about their annual budgets and relationships with suppliers and sponsors but the response rate was very low. Some teams have lots of sponsorships; others have none and pass along extra costs to families or go without. Of course there are also club-level sponsorships to be considered. Last March I brainstormed a long list of club and team sponsorship and recognition opportunities – but it is not prioritized or organized in any particular way – this is available upon request.

Recommendation: Review (and revise as necessary) existing sponsorship levels for teams (on website) and add a few levels for club sponsorship. Ensure all teams are aware of, and follow sponsorship guidelines.

Branding

In order to build understanding of our club, traditional branding collateral (e.g. website, banners, apparel screening, apparel colours, etc.) and core messaging MUST be consistent. If not, it makes the club look disorganized and works against building understanding of club mission, vision and philosophy with members and prospective members/general community at-large. This is even more important if the club is implementing strategic plans. If we had an official set of logo files and a colour palate (i.e. official main and supporting colours), we could implement a club-wide protocol that all teams MUST use the approved logo and club colours for any promotional items, spirit wear, equipment, etc. This would also help our equipment manager work more efficiently with player kit suppliers – eliminating the guessing game around which logo and colours to use.

Recommendation: That the club initiate a call for proposals from local designers ASAP to finalize the club's logo and colour palate. Approximate cost might be \$500 to \$1,000.

Website

The work that Barry puts into our website is commendable and super-human! Trouble is, the website he's driving is like an old station-wagon – built at least 15-20 years ago. I think it's time the club consider building Barry a top of the line vehicle! Having a website that meets today's functionality, design and accessibility standards is important – it is the club's most important promotional tool. Having overseen the development of two new websites for local non-profit organizations in the past five years, I think the club could get a great website for under \$10,000.

Recommendation: Speak with Barry about the idea of a new website and create a request for proposals from local web developers. Approximate cost might be \$10,000.

Canteen

It was great to see the canteen open at some games this summer. That said, I think the canteen is just breaking even. Is it worth it?

Recommendation: Speak with Denise to discuss her suggested improvements to the canteen – including ideas for increasing revenue.

Online Spirit Wear Store & Fundraiser

Having better organized sales of spirit wear would be a step in the right direction in terms of consistent branding mentioned above. Last May I spoke with Ricard about their online store service. The costing to set up a Basic Store includes 5 items for \$50.00 (e.g. hoodies, hats, etc.) Add \$20/item beyond the first five items. Turnaround times for the store are 1-2 weeks from items confirmed. For ongoing stores there is a monthly fee of \$10.00 for maintenance and upkeep. The club can add \$ to the cost of each spirit wear item as a club fundraiser. Note: Spirit wear is separate from uniforms (i.e. Umbro, Adidas, etc.). Uniform companies do not usually deal in spirit wear for grassroots clubs.

Recommendation: Work with Equipment Director to set up an online, 5-item spirit wear store with Ricard for a one year trial (approximate cost \$170 + HST). Using the club's finalized logo and colour palate, a link to the store would be placed on our website and would also be promoted via Facebook and PowerUp. Go City go!

Eastgate

I think it's time to paint the club house and surrounding outdoor equipment and buildings with the club's blue colour. The club switched to blue 2-3 years ago yet the maroon colouring remains everywhere. With \$56,000 in the club's Facility Fund (as reported to me by Dale on April 16), I think we can afford to get some quotes and get the job done. That said, we need to confirm the club colour palate before proceeding – so a spring 2020 paint job probably makes the most sense.

Are there other facility enhancements that are needed? Is there a way to canvass the club membership to find out?

Recommendation: The club should request quotes from painters to paint the club house and surrounding outdoor equipment in spring 2020.