



CLUB RECRUITMENT CHECKLIST

Here are some tips to assist your club to recruit & retain players:

- Set up registration products within PlayFootball. Support is available through NNSWF by logging a [request here](#).
- Planned registration activities should coincide with NNSWF registration media campaign beginning on the 1st February
- Identify and advertise contact person for registration enquiries
- Use registration collateral provided by NNSWF which is updated regularly. Download from [here](#).
- Promote the Active Kids Voucher scheme
- Communicate with players from the previous season thanking them for being a part of your club & advising them of registration details & fees
- Encourage players to bring their friends/family/acquaintances to the club
- Supply local schools with registration information for school newsletter and posting on school social media pages
- Advertise that new entry level players (5-7) receive a free ball courtesy of Newcastle Permanent Building Society.
- Update registration information on club websites and Team Apps. Delete all outdated information
- Advertise registration details on social media. Share NNSWF Facebook posts.
- Organise a come & try day for new potential players
- Organise signage for ground especially any high traffic street frontage
- Advertise payment plans or family discounts that are available