**Background**

What is the name of your group and what does it do?

What is the purpose of your group? Is it for fitness, to try a new activity or meet a community need?

What is your vision? What do you hope the group will look like in five years’ time?

What are the group’s aims and objectives? What do you want to achieve over the next year?

**How to measure success**

List your Key Performance Indicators e.g. increase in new participants during a specific marketing campaign or to grow the group’s membership by 20%

**How to measure success**

How large is your potential market of participants?

What barriers would the participants need to overcome to take part in your activities? e.g. money or transport

How old are your potential participants and how does their age affect what kind of activities they can participate in? e.g. young children need an accompanying adult

**How can you reach out to your intended participants?**

How do these individuals or groups spend their leisure time? Do they take part in sports or community activities? (This might be a good place to find them)

Do they respond to social media such as Twitter and Facebook? Think about how you could use social media to reach them and their parents. Are there particular channels they would be visiting?

Is there another group that has particularly good clout with your potential participants? e.g. school, youth clubs, sports clubs, referral units? List them here.

**Identifying opportunities**

Can you highlight any gaps in the sport or activities in your area to identify the need for your group? Are there any particular community issues (e.g. anti-social behaviour) that could be addressed through your activity?

**Activity features and benefits**

What is your ‘Unique Selling Point’ (USP)? Write below what makes you stand out from the crowd and think about how this would help to promote your group over competitors in the local area.

**Marketing options**

List the marketing routes you could use to reach your target audience e.g. email, leafleting, posters, content on your Facebook page, paid-for ads, online, PR, video, a stand at a local event or your own event.

**Sum up what’s great about your group**

What would potential new participants want to know about your group? e.g. get fit, meet new friends, learn new skills

Consider whether your activity is inclusive to disabled and non-disabled people and whether you can incorporate the principles outlined in [Activity Alliance’s Inclusive Communications Guide](https://www.activityalliance.org.uk/how-we-help/programmes/1817-inclusive-marketing-and-communications).

Are your potential participants looking for a specific kind of environment to exercise? e.g. women-only, LGBTQ safe space, multi-lingual. Note that below

**Advertising and promotions**

Describe what your promotional material will look like e.g. the size and specifications and use of a local printer to create your physical marketing materials. If there is someone in your committee or group with the graphic design/communications experience, note them down below.

**Put a marketing budget together**

How are similar groups in your area promoting themselves? Think about how this could work for your group.

Breakdown what you need to spend and allocate funds across the financial year for marketing. Keep in mind your income and cashflow. You can use our [Cash Flow statement example](https://thehub.sported.org.uk/resource/cash-flow-statement-example.html).

When planning keep in mind, you will want to remain flexible. If something works, do more of it. If it doesn’t, don’t spend any money on it.

 **For mor information or support with developing this template, email us at membership@sported.org.uk.**