



Marketing
What you're good at

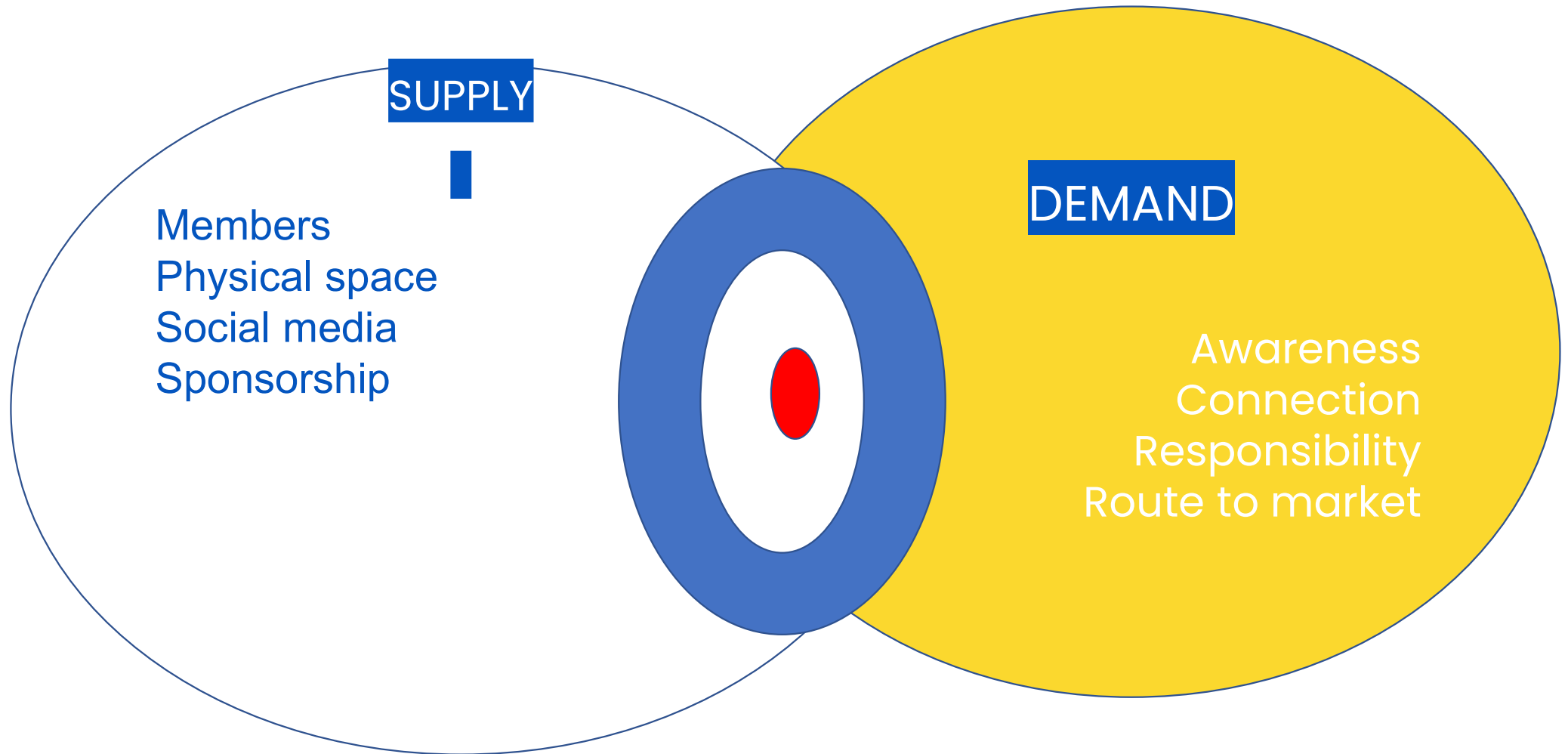
It's important...

- It is important that **you know what you're good at**
- It's more important that **others know** what you're good at
- It's more important that **others know and understand** what you're good at
- It's more important that **others know, understand and connect with** what you're good at
- It's more important that **others know, understand, connect and take action over** what you're good at.



It's a success when others know, understand, connect and take the action that you would like to deliver extra support or benefit to deliver what you're good at.

Supply and demand



Make it work for you

Create Supply

New sports

New display areas

Event space

Coverage in local
media

Stimulate Demand

Promotion

Awareness building

Communications
channels

Opportunities to
engage

SWOT Analysis

Strengths

- Deliver to under-served community
- Connect with young people
- Develop volunteer culture
- Reduce petty crime at times of operation by 20%
- Socialisation and empathy

Weakness

- Low profile – non-competitive
- Small groups
- Volunteer-led – resources?
- Economic value

Opportunities

- Untapped market
- Local market
- Collaboration
- Ready made content
- Provide sheen of social investment

Threats

- Cost of Living pressures
- Viability
- Turnover of members
- Changing connections

Developing our plan

Define your proposition

Sported delivers expertise, resources and support to clubs and groups who use sport and physical activity to make a positive impact in their communities and on young people's lives.

Define your audience

Who are all the people and groups we want to reach?

Define what is realistic

**We are all time poor.
What one thing can we do well, rather than how many things we can do poorly?**

Set goals

This year we will:

- **Fill an advertising space**
- **Get a jersey sponsor**
- **Invite some potential partners to a showcase**
- **Generate one piece of useful PR**

Hit the right pitch

Be up front.

It can be daunting:

- Spell out the Hurdles and barriers
- Celebrate Strengths and achievement
- Be Authentic

Prepare to explain

Answer these questions:

- **What** you need the money for?
- **Where** will it go?
- **Why** is this a good investment?
- **When** do you need it by?
- **Who** will see the benefit?
- **How** will it make a difference?

Use polished pebbles

Sport for good:

- £1 investment in community sport delivers £6 in social value
- In England per year, 10,000 fewer crime incidents
- The replacement value of work done by volunteers (£5.7bn)
- Improved social trust, belonging and community engagement (£14.2bn)

What's your pebbles?

Our big headliners:

- What's going to catch attention?
- What's your big number / accomplishment / ideas?



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Understand what you want and who its market is

Be proactive in seeking out opportunities

Pitch using your assets and your own voice – the polished pebbles

Use your time well

