

## Using the Club Matters Comms Pack

The contents of this comms pack will help you to communicate to your internal staff and clubs about the launch of Club Matters.

This document explains a little more about how to use these materials with your clubs and other

### Club Matters Website Content

This content should replace any previous web pages on your website referring to Club Leaders.

Alternatively you can use this content to create a new section on your website about club development or add it to an existing one. Clubs will be able to access all of the learning, guidance and support they need through the Club Matters website so feel free to make this available to all of your stakeholders.

To accommodate embedding links please find attached Club Matters widgets with embed instructions.

### Club Matters Widgets and Widget Instructions

There are two sizes of widget available to meet the needs of your website – if neither of these sizes accommodates your website please contact us.

The widget should be used as a link to the main Club Matters website. Please place the widget in the area of your website that sports clubs regularly visit e.g. Club Development, home page and/or both

Once you have chosen the best area for the widget, please hyperlink this to;  
[www.sportenglandclubmatters.com](http://www.sportenglandclubmatters.com)

### Flyers and Posters

Feel free to share these posters and flyers with the clubs you are talking to as well as any other external stakeholders and your own staff – we want everyone to know about Club Matters and how it can help the clubs you work with. [These pdfs can be uploaded to your Club Matters section of your website.](#)

**Club Matters Leaflet** - This leaflet introduces Club Matters and includes information on the benefits of Club Matters to clubs, please feel free to share and upload to your Club Matters section of your website.

**A4 and A5 Club Matters Poster** – Please feel free to circulate these posters to clubs, stakeholders and venues to promote Club Matters. This is best located in areas where clubs are most active (e.g. training venues, leisure centres, your own club forums and committee meetings). Please feel free to upload this to your Club Matters section of your website.

### Email signature

We encourage all stakeholders and partners to add this jpeg to the bottom of your emails and link to our website ([www.sportenglandclubmatters.com](http://www.sportenglandclubmatters.com) – the link can be embedded).

## Club Matters Presentation

We have provided you with a slide deck that provides an overview of the support available through Club Matters. You can use this presentation to brief your staff, stakeholders and clubs on using Club Matters. There are speaker notes provided within the deck but if you need any more information, just get in touch via the details below.

## Club Matters Logos

We have provided access to the Club Matters logos which you may need to use in your communications to clubs. We ask that you use these within the **Brand guidelines** provided.

## Club Matters Icons

We have provided access to the Club Matters icons which you may need to use for your website. Please use these in line with the Club Matters flyer we have provided.

If there is any other information, images, logos or content you need to help you communicate with your clubs and other stakeholders, then please don't hesitate to get in touch.



[@ClubMatters](https://twitter.com/ClubMatters)



[www.facebook.com/sportenglandclubmatters](https://www.facebook.com/sportenglandclubmatters)



[clubmatters@sportengland.org](mailto:clubmatters@sportengland.org)



[www.sportenglandclubmatters.com](http://www.sportenglandclubmatters.com)

