

## ✓ FOR CURRENT MEMBERS, SUPPORTERS AND PARTICIPANTS

- Fixtures and draws
- Results and participant performance information
- Match reports
- Ladders
- Team selections
- Information about current players and participants
- Current news and information
- Upcoming social events
- Upcoming club activities and fundraising activities
- Address information of all your playing venues (and directions via Google maps) and also those you will be playing at during the season

## ✓ CLUB ADMINISTRATION INFORMATION

- Current club office holders and key position holders within the club
- Club goals and objectives (strategic plan)
- Previous years annual reports and financial statements
- Club rules, policies and procedures
- Contact details of the clubs public "points of contact"
- Volunteering roles (including position descriptions) within the club and how to get involved

## ✓ POTENTIAL MEMBERS, SUPPORTERS AND PARTICIPANTS

- Why would somebody join your club?
- What participation options are available
- Information about different membership options
- How to get involved
- Who to contact and their contact details
- Frequently asked questions for new members and participants
- Clubs expectation on how all participants will contribute to running of the club (volunteering)

## ✓ HISTORICAL INFORMATION

- Club history
- Participants playing or competition history and personal statistics
- Current and historical club office bearers
- Historical competition and award winners

## ✓ WEBSITE FUNCTIONALITY

- Membership sales
- Sponsorship sales
- Online shop selling:
  - Apparel
  - Merchandise
  - Photo related products
  - Holiday programs
  - Gift vouchers sales
- Event registrations (social, sporting, fundraising and working bees)
- Ticket sales

## ✓ FOR THE SPONSORS

- Information about club sponsorship packages
- Promotion of club sponsor
- Effective calls to action which drive traffic to your sponsors website

## ✓ MULTIMEDIA

- Video of competitions and interviews
- Photos of competition, supporters and club volunteers
- Photos of social functions and events
- Audio broadcast of competitions or matches
- Audio interviews with participants and coaches (before, during and after each competition)

## ✓ SOCIAL MEDIA INFORMATION

- Subscription to the clubs email newsletter
- Links to clubs social media (e.g. Facebook, Twitter, Instagram, YouTube Channel, Podcast subscription)

## ✓ COACHING AND TRAINING

- Introductory how to videos
- Practice drills
- Fitness programs