



COMMUNICATIONS TOOLKIT: MANAGEMENT



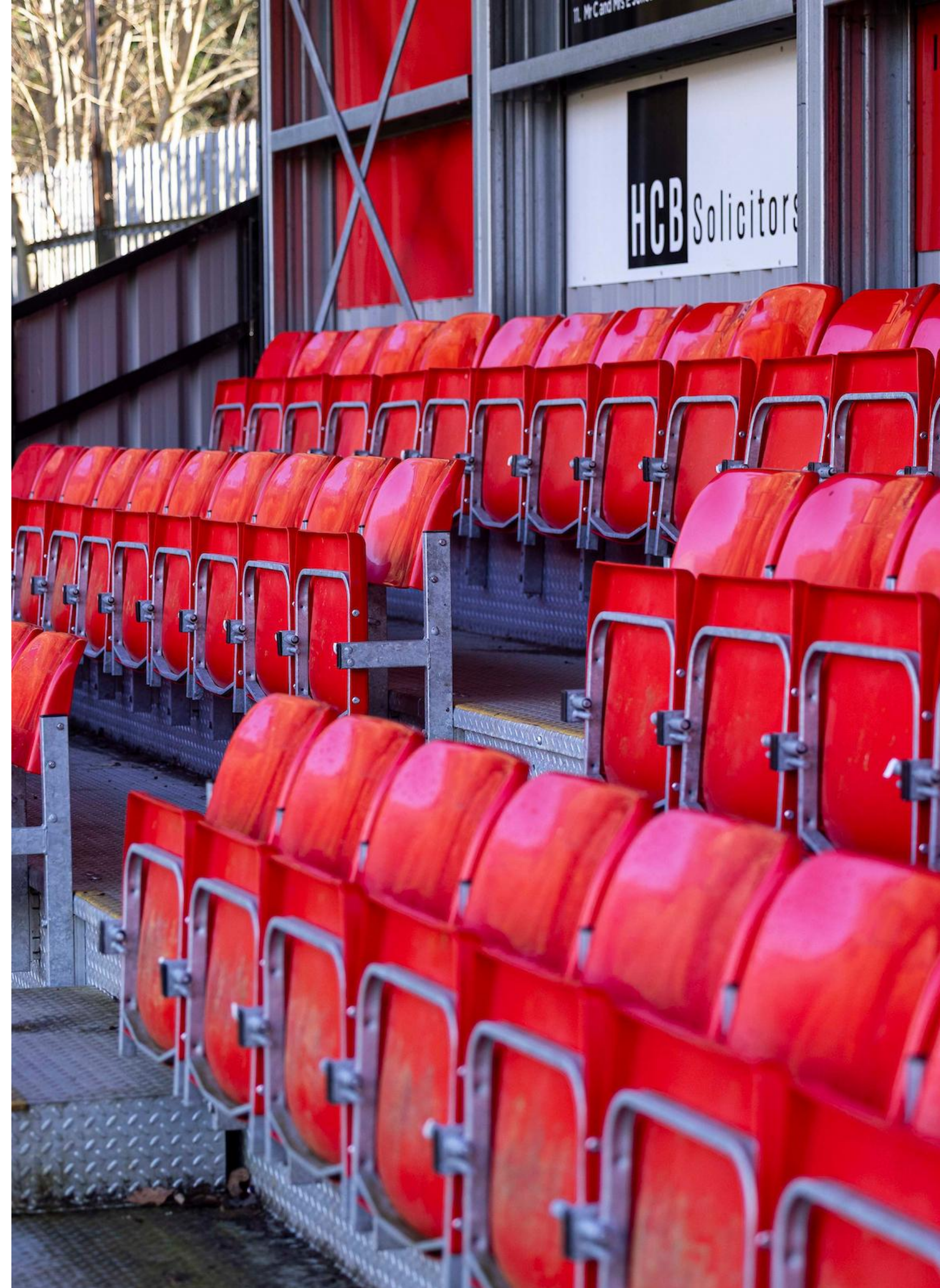
INTRODUCTION

Sustainable club management is about making sustainability part of how the Club is led, planned, communicated and improved. Good communication helps turn sustainability from a series of individual projects into part of the Club's culture and long-term direction.

This 'Communications Toolkit' is focused on raising awareness of the Club's sustainability ambitions to your members and your Club's work on the topic of Sustainable Club Management.

This resource will help your Club to:

- Raise awareness of the Club's sustainability ambitions.
- Explain the role of the Green Team and sustainability responsibilities.
- Encourage members and volunteers to get involved.
- Communicate sustainability goals, actions and progress.
- Share carbon reduction and climate action initiatives.
- Promote partnerships and community involvement.
- Celebrate achievements and recognise volunteers.
- Demonstrate leadership to members, partners, funders and the wider community.
- Maintain momentum throughout your Together Greener journey.





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BENEFITS

Why Communication Matters

Sustainability is most effective when it becomes part of everyday Club decision-making and behaviour. Clear, regular and positive communication can help people understand what the Club is doing, why it matters and how they can contribute.

Your Club does not need a large communications campaign. A short message at a committee meeting, a social media post, a newsletter update or a notice in the clubhouse can all help keep sustainability visible.

Communication should focus on progress rather than perfection. Sharing what the Club has achieved, what it has learned and what it plans to do next can encourage others to get involved and help maintain momentum.

Benefits of communication include:

- Build shared ownership of sustainability across committees, volunteers, teams and members.
- Explain the Club's sustainability goals and priorities and how people can contribute.
- Share progress and demonstrate accountability against Green Goals, action plans and the Club's sustainability strategy.
- Strengthen relationships with partners and the community by demonstrating the Club's commitment to positive change.
- Maintain momentum and encourage continuous improvement by celebrating achievements and sharing what has been learned.



KEY THEMES

Key Communication Themes

Lead From The Top

Show that sustainability is part of how the Club is managed, governed and planned for the future.

Everyone Has A Role

Make sustainability a shared responsibility across committees, volunteers, coaches, players, members and partners.

Turn Plans Into Action

Communicate the Club’s Green Goals, sustainability strategy and action plans so people understand what is being delivered and why.

Measure & Share

Regularly communicate progress, achievements, challenges and lessons learned to build transparency and accountability.

Celebrate Collective Action

Recognise the people and partnerships helping the Club become more sustainable.

When sustainability becomes part of everyday Club management, small actions can become lasting change.

KEY PRINCIPLES

Key Communication Principles

Successful sustainability communications should be clear, positive and consistent.

When communicating:

- Focus on solutions and achievements.
- Explain why actions are important.
- Keep messages simple and easy to understand.
- Share progress regularly.
- Celebrate contributions from members and volunteers.
- Use real examples from your Club wherever possible.
- Link actions to the Together Greener programme and the future of Welsh football.

Small, consistent messages are often more effective than occasional large campaigns.



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CHANNELS

Communication Channels

Different communication channels reach different audiences. Clubs should use a mix of methods to maximise engagement.

Social Media

Social media provides a quick and effective way to share updates, tips and success stories.

Club Website

Your website can host detailed information about your sustainability activities and achievements.

Club Newsletters

Newsletters provide an opportunity to share progress and highlight upcoming initiatives.

Email Communications

Email allows Clubs to communicate directly with members, volunteers and stakeholders.

Matchday Communications

Announcements, programmes, scoreboards and digital screens can reinforce sustainability messages.

Signage

Permanent reminders around Club facilities help raise awareness and encourage positive behaviours every day.



TEMPLATE POSTS

Template Social Media Posts

Share Your Sustainability Vision

Our Club. Our Community. Our Future.

We're taking action through the FAW's Together Greener programme to make our Club more sustainable.

Our focus includes:

- Energy.
- Waste.
- Travel.
- Biodiversity.
- Water.
- Sustainable Club Management.

We're starting where we are, taking practical action and looking for ways to improve year after year.

Read more about our work at: [INSERT LINK]

Together, small changes can make a big difference.

#TogetherGreener





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Introduce Your Green Team

Meet our Green Team! We're delighted to introduce the volunteers helping our Club turn sustainability ambition into practical action.

From reducing waste and energy use to protecting biodiversity and improving water efficiency, our Green Team is helping us make positive changes across the Club.

Want to get involved? Speak to a member of the team or contact the Club.

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Communicate Your Actions

Small change. Positive impact.

As part of our Together Greener journey, we're taking action to [INSERT ACTION].

This will help us to:

- [INSERT BENEFIT].
- [INSERT BENEFIT].
- [INSERT BENEFIT].

We're continuing to look for practical ways to make our Club more sustainable.

#TogetherGreener





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Involve Members And Volunteers

Have an idea for a greener Club?

We're looking for ideas from players, coaches, parents, volunteers and supporters.

Maybe you've spotted a way to:

- Improve biodiversity.
- Save water.
- Reduce energy use.
- Reduce waste.
- Make travel greener.

We want to hear from you.

Speak to our Green Team or Club committee.

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Celebrate People

A big thank you to our sustainability volunteers!

Our Together Greener progress wouldn't be possible without the people who give their time, energy and ideas to help our Club improve.

Today we're celebrating [NAME / TEAM] for their contribution to [INSERT PROJECT].

Thank you for helping make our Club greener and stronger.

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NEWSLETTER ARTICLE

Template Newsletter Article

You can use the template below to include an update about your Club's sustainability work within your Club newsletter. You could decide to focus on a different Together Greener Topic each edition or combine updates in each edition from each of the topic communication toolkits.

Together Greener Update

Our Club is continuing to make progress through the FAW's Together Greener programme and becoming a more sustainable football club.

This month we've been focusing on:

What we've done:

[INSERT UPDATE]

What we've learned:

[INSERT LEARNING]

What's next:

[INSERT NEXT ACTION]

How you can help:

[INSERT MEMBER ACTION]

Thank you to everyone helping us make positive changes across the Club.





EMAIL TEMPLATE

Template Email To Members

Subject: Supporting Sustainability at Our Club

Dear Members,

As part of the FAW Together Greener programme, we are taking steps to becoming a more sustainable football club.

We're taking actions to [INSERT ACTIONS].

This will help us to:

- [INSERT BENEFIT].
- [INSERT BENEFIT].
- [INSERT BENEFIT].

We're continuing to look for practical ways to make our Club more sustainable. If you have any ideas, please get in touch.

Thank you for helping us make a positive difference.

Kind regards,

[Club Name]





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MATCHDAY COMMS

Matchday Communications

Matchdays provide an excellent opportunity to communicate sustainability messages to Players, supporters and visitors. You can use the below information to create your own match day announcements and messages.

Matchday Announcement

“Welcome to today's fixture.

As part of the FAW Together Greener programme, our Club is taking steps to becoming a more sustainable football club.

From reducing waste and energy use to protecting biodiversity and improving water efficiency, our Green Team is helping us make positive changes across the Club.

Want to get involved? Speak to a member of the team or contact the Club.

Digital Screen Message

Together Greener

- Play today, Protect tomorrow.
- Our Club. Our Community. Our Future.
- Every Action Counts.



CELEBRATE SUCCESS

Celebrating Success

Sharing positive stories helps maintain momentum and inspire others.

Consider communicating:

- The Club's sustainability strategy.
- Sustainability Actions.
- Progress made.
- Projects and initiatives.
- Who the Clubs Green Team members are.
- Community engagement activities.

Whenever possible, include photographs, statistics and quotes from members.





COMMON MISTAKES

Common Mistakes To Avoid

Communication is most effective when it remains positive and engaging.

Avoid:

- Overly technical language.
- Communicating only once.
- Focusing solely on problems.
- Using too much data without context.
- Forgetting to explain why actions matter.
- Failing to celebrate success.





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CHECKLIST

Communication Checklist

Before publishing communications, ask:

- Is the message clear and easy to understand?
- Does it explain why the action matters?
- Is there a clear call to action?
- Is the tone positive and engaging?
- Does it align with Together Greener values?
- Does it encourage participation?





FURTHER SUPPORT

Good communication helps turn sustainability activity into Club culture. By regularly sharing progress, involving people, celebrating success and explaining what comes next, Clubs can build understanding and maintain momentum throughout their Together Greener journey.

Your communication does not need to be perfect or professionally produced. Be clear, be positive, be consistent and give people an opportunity to get involved.

Use what you have learned in this resource to:

- Communicate your Club's sustainability vision and goals.
- Introduce and promote your Green Team.
- Share actions and progress across all six Together Greener topics.
- Raise awareness of climate action and sustainability.
- Encourage members and volunteers to get involved.
- Celebrate volunteers, partners and achievements.
- Share your carbon reduction and sustainability progress.
- Build stronger community partnerships.
- Demonstrate the Club's commitment to a more sustainable future for football in Wales.
- Keep sustainability visible as part of everyday Club management.

Further information on Management can be found at www.faw.cymru/togethergreener-management

If you require support with this resource, please contact sustainability@faw.cymru