

THE FA COMMUNITY AWARDS

presented by McDonald's



County FA Toolkit

CAMPAIGN OVERVIEW

This year sees the first ever FA Community Awards, presented by McDonald's, which builds on McDonald's continued commitment to improving standards of community football and increasing participation across all aspects of grassroots football through Charter Standard Clubs and Leagues. The awards will recognise and reward the hard work that goes on around the country week in, week out, to provide the best possible experience for those participating in grassroots football.

The awards are split into eight categories with a national shortlist being created from the nominations for each category, chosen by a regional judging panel.

The winners for each category will be chosen by a national judging panel and announced at The FA Community Shield at Wembley in August.

The Awards Categories

- Outstanding Contribution to Community Football Award
- The FA Charter Standard Community Club Award
- The FA Charter Standard Development Club Award
- The FA Charter Standard Club Award
- The FA Charter Standard League Award (Regional & National Awards only)
- Volunteer of the Year Award
- Young Volunteer of the Year Award
- Coach of the Year Award

Criteria for each of the award categories can be found in Appendix 1.

The Nomination process

The awards call on the support of the County FAs as well as local clubs, leagues and officials to nominate those in their county that they think worthy of winning an FA Community Award presented by McDonald's. There will be no county FA Charter Standard League Award winners, only regional and national winners of this category.

Nominations are open from 8 March – 12 April.

Once all nominations have been collected by the County FA, they will be assessed and seven county winners announced.

The seven county winners, plus a maximum of one nominated FA Charter Standard League per County FA will be submitted to a regional judging panel who will decide which of the nominees will be identified as regional winners.

The eight regional winners will be submitted to the national judging panel where 8 national winners will be decided.

The judging panels

The county judging panels will be made up of representatives from the local County FA who will then submit a shortlist for each award to The FA and the regional panel. County judging panel guidelines can be found in Appendix 2.

The regional panels will be made up of FA Regional Managers, County FA representatives and other guests including McDonald's representation where possible. The regional winner of each category will go before a national judging panel who will then select the overall eight national category winners.

The national judging panel will be made up of both Senior FA and McDonald's representatives.

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MEDIA APPROACH

We want to celebrate the fantastic hard work that goes into grassroots football around the country and The FA Community Awards, presented by McDonald's, will help to raise awareness of clubs, coaches and volunteers in local regions and the commitment and dedication that they show for the national game.

We want to ensure the awards achieve maximum success and drum up plenty of support in the local communities, and encourage everyone involved in football in the region to nominate people they think would be a worthy winner of one of the prestigious FA awards.

To achieve coverage in regional press we'd like the County FAs to issue a press release to their local media announcing the awards and explaining how to enter and the nominations process. We have provided a template press release (Appendix 3), with details to be filled out by each County FA ahead of sending to media.

Please note, The FA is available to provide support for County FAs when approaching media if this is required and contact details are included within this toolkit for the people who can best help.

Once the national shortlist has been decided, County FAs will receive their 'Stage 2 toolkit' which will include template press materials to announce the shortlist and Awards ceremony details to their local media.

KEY TIMINGS

4 March	County FA toolkits inc Nomination Forms distributed to CFA's
5 March	Press Launch County FAs begin to approach to local media
8 March	Local Nominations Open
12 April	Local Nominations Close
19-23 April	Local CFA judging panels held
26 April	CFA judging panels notify FA Regional Manager of winners and forward winners applications/nominations
10-14 May	Regional judging panels held
17 May	Regional Managers notify The FA of regional winners and forward winners applications
24 May	National shortlist circulated to National judging panel
7-11 June	National judging panel
8 August	The FA Community Shield – winners announced in The FA Club pre match
10 August onwards	Images and press release detailing winners issued to local media following Awards Ceremony

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McDONALD'S INVOLVEMENT

The FA is delighted that McDonald's has agreed a new four-year partnership and that they are supporting the creation of a national event for The FA Community Awards and also an enhanced prize package. McDonald's have been a long term supporter of many county-wide initiatives, such as the provision of free coaching courses and more recently The FA Charter Standard Club/Restaurant Twinning initiative.

Many counties have already involved McDonald's at local award ceremonies and we would like this to continue. We would therefore ask all counties to notify Darren Bernstein (darren.bernstein@thefa.com) of the dates of both your judging panel and your local Awards ceremony (should you stage one) as soon as possible, so that McDonald's can send out invitations to their local Franchisee/Operations consultants.

THE AWARDS CEREMONY

A shortlist of nominees for the flagship Outstanding Contribution to Community Football Award and the other seven category winners will be invited courtesy of The FA and McDonald's, to attend the national awards ceremony which will be held as part of the exclusive hospitality area 'The FA Club' at the 2010 FA Community Shield. The ceremony will be hosted by a celebrity presenter, with films used to bring to life the stories behind our winners and the session will culminate in the prestigious Outstanding Contribution to Community Football Award. The FA and McDonald's will make the most of the match itself to promote the winners and their achievements.

WINNERS PRIZES & TICKET ALLOCATIONS

Winner level	Prize
Local CFA winner (x 7 categories) (No FA Charter Standard League category winner at a County level, but each County FA can forward one recommended FA Charter Standard league nomination to the regional panel)	<ul style="list-style-type: none"> • Certificate • 1 x pair of general admission tickets to The FA Community Shield courtesy of McDonald's • FA & McDonald's gift • CFA to provide an UMBRO voucher (as usual)
Regional winner (x 8 categories)	<ul style="list-style-type: none"> • Framed certificate • FA & McDonald's gift • UMBRO voucher (£200 Outstanding Contribution, £200 Community Club, £150 Development Club, £100 CS Club, £100 Coach, £100 Volunteer, £100 Young Volunteer, £250 CS League Award) • Outstanding Contribution regional winner to receive 2 x hospitality passes and match tickets to The FA Community Shield
National winner (x 8 categories)	<ul style="list-style-type: none"> • 1 x engraved trophy • 4 x hospitality passes and match tickets to The FA Community Shield • 25 x general admission tickets to The FA Community Shield for the winner's team, courtesy of McDonald's • UMBRO voucher (£500 Outstanding Contribution, £500 Community Club, £350 Development Club, £250 CS Club, £250 Coach, £250 Volunteer, £250 Young Volunteer, £500 CS League Award)

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In addition, McDonald's will this year contribute a total of 30 free general admission tickets per County FA for The FA Community Shield. Seven pairs should be allocated to the category winners and remaining tickets should be used by the County FA to support eight different FA Charter Standard Clubs or Leagues.

In order to keep a record of who is benefitting from these tickets, please complete and return the simple spreadsheet in Appendix 4.

QUESTIONS

If you have any questions on the contents of this document, the awards criteria and judging, please contact your Regional Delivery Manager. If you have any questions with regard to the promotion of the Awards or McDonald's involvement, please contact:

Darren Bernstein

Business Support Manager
(Marketing and Communications)
darren.bernstein@TheFA.com

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APPENDIX 1 AWARD CATEGORY CRITERIA

Outstanding Contribution to Community Football Award

This will be an open nomination, with clubs, leagues and County FAs invited to submit applications on behalf of an individual. Judges will be looking for the following:

- An individual who has made a significant impact and long-term legacy for football.
- They will have supported the National Game Strategy objectives by developing opportunities to increase participation, improving the quality of the environment (coaching, welfare, facilities, medical) and generally making a difference to people's enjoyment of the game.
- The individual could be from club, school, league, community group or facility.
- The individual will be viewed as a role model and will have inspired others to be involved.

The FA Charter Standard Community Club Award, The FA Charter Standard Development Club Award & The FA Charter Standard Club Award

Nominees need to give evidence of supporting the delivery of The FA National Game Strategy throughout the 2009-10 football season. The judges will be looking for results-based evidence and detail of the activities undertaken that address some or all the following areas:

- The retention and /or growth of teams from season 2008-09 to 2009-10
- Provide coaching and playing opportunities for those not involved in the affiliated teams
- Raising standards throughout the club including the delivery of The FA's Respect programme
- Innovative ways in which the club has looked to develop the standards of its players including the education of its volunteer coaching workforce
- Recruits, retains and rewards its volunteers
- Has an effective management structure with devolved roles and responsibilities
- Has developed a club infrastructure to sustain the club for the future
- Has increased the profile of the club to be focal point of the local community.

Nomination process

- Self nomination by clubs
- Nomination by leagues
- Nomination by County FAs
- Nominations by Officials

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The FA Charter Standard League of the Year Award

Nominees need to give evidence of supporting the delivery of The FA National Game Strategy throughout the 2009-10 football season. The judges will be looking for both results-based evidence and innovation in working in partnership with their clubs that address some or all the following areas:

- Increase in number of teams
- Increase in percentage of clubs with FA Charter Standard Club Award
- A number of club/league workforce members receiving in-service support
- Innovative use of information technology to communicate and administer the league.

Nomination process

- Self nomination by leagues
- Nomination by County FAs
- Nomination by clubs

Note: due to the recent launch of The FA Charter Standard League Award we will look to reward eight regional and one national winner in 2010, but will look to extend this with County FAs to local winners as the number of leagues grow.

Volunteer of the Year Award

The volunteer award will be an open nomination process with clubs, leagues and County FAs invited to nominate. The judging panel will review the applications based on the following criteria:

- The volunteer should have given their time for free.
- Made a significant contribution to developing grassroots football, including National Game Strategy objectives
- Serves as role model and inspires others to be involved
- Dedicated a number of years to volunteering in football
- Is an advocate of fair play and The FA Respect programme.

Young Volunteer of the Year Award

The Young Volunteer Award will be an open nomination process with clubs, leagues, schools, colleges and County FAs invited to nominate. The judging panel will review the applications based on the following criteria:

- The volunteer must be under 25 years of age on the closing date of the nominations – 5 April 2010.
- The volunteer must have made a significant contribution to football in their community, contributing at least 25 hours of volunteer time.
- The volunteer must have taken steps to improve the standard of their volunteering through sports/football courses.
- The volunteer should act in a responsible and professional manner, and be seen as a role model in their community.

Coach of the Year Award

The Coach of the Year Award will be an open nomination process with clubs, leagues, education bodies and County FAs invited to nominate.

- The Coach must be work in grassroots football
- The Coach must be FA-qualified
- The Coach must have a commitment to Continued Professional Development
- The Coach must show a commitment to adhering to The FA's coaching philosophy.

For national nominees, there will be a technical panel to judge the coach working in action. Further details about this judging day will be made available shortly.

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APPENDIX 2 COUNTY FA JUDGING PANEL GUIDELINES

The FA and County FAs should use The FA Community Awards to reward and recognise good practice among the football workforce and FA Charter Standard Clubs. In order to aid a high quality of nominations and to also ensure consistency of judging across the country, The FA has for 2010 introduced criteria for each category of award.

CFA judging panel

You may already have an existing judging panel in place to select winners from nominees. In fact, you may use different groups to judge the nominations – e.g. a Charter Standard Working Group to decide the Charter Standard winners, and an additional judging panel for the other awards. Both of these options will work and we would encourage that you invite participation from across the County FA staff, Board/committees and perhaps even member clubs to ensure you are transparent with the judging process. If you decide to invite member leagues/clubs/coaches and they have a vested interest/nomination in one of the awards, you may need to ask them to step out of the room for the course of judging that category.

Organising the judging panel

Here are some tips for organising your judging panel.

- Decide on the composition of the panel/s and get the buy-in of the CEO. Invite the members to be part of the panel early in the process, advising of the date/time of the panel and what is required of them.
- We would ask that you invite at least one local McDonald's representative to participate on your panel and that you continue to advise them of any developments. Please confirm the date and location of the final panel to your McDonald's representative as soon as possible. Decide on the date/time of the panel/s. The FA requests that you host the panel the week commencing 19 April in order to advise your Regional Delivery Manager on 26 April of your seven category winners, who will go through to the regional judging level.

- Decide whether you will send out papers to panel members prior to the judging event asking the members to read through. This can help speed up the decision-making process if you have a lot of nominations.
- Prepare the papers for the judging panel and write an agenda to decide which order you will judge the awards in.
- Advise the judging panel of the criteria prior to judging each award to aid decision-making. Note: you will need to decide if you select the winner by majority or unanimous vote. Make the panel aware of this decision.
- Ask the judging panel members to keep the winners' details quiet until your preferred date of announcement.
- When you announce the winners, also ensure you are transparent about who was involved in the judging panel. You may want to include a reference in each category to a 'runner-up' or 'highly-commended' nomination to provide positive feedback to additional entrants.

Outstanding Contribution to Community Football Award

This is a new Award for 2010 and is an elite award, which should recognise real excellence. We have not put a timeline of service on this as it's not a 'Lifetime Achievement Award' but Counties should look for a long-term legacy to be left from the individual. We are ideally seeking an individual for this award, but it could be given to an organisation, body or league/club if the county deems appropriate.

Volunteer of the Year Award

While volunteer coaches can be considered for this Award, please note that there is a Coach of the Year Award so it would be preferable to have a non-coach or a multi-position volunteer to be selected as the winner of this award.

The FA Charter Standard League Award

This Award is new for 2010 and as we currently have 60 leagues in the country, it is felt that for this first year it may be best just to award eight regional winners and one national winner. However, if you feel you would like to have a local award please do – but we will only provide prizes for the regional and national winners. We would ask that you forward CS League Award nomination papers (submitted by the league or by your CFA) directly to your regional manager to be judged at the regional panel.

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APPENDIX 3 PRESS RELEASE TEMPLATE & MEDIA SELL IN TIPS

****TEMPLATE PRESS RELEASE****

NOMINATIONS NOW OPEN FOR INAUGURAL FA COMMUNITY AWARDS PRESENTED BY McDONALD'S

Search begins for *insert location* grassroots football clubs, coaches and volunteers

The FA and its Community Partner, McDonalds, are teaming up to launch a brand new football awards programme that will recognise grassroots clubs and volunteers across the country. These awards will build on McDonald's continued commitment to improving standards at grassroots level to help those coaches play an even greater role in their communities through the FA Charter Standard League programme.

The FA Community Awards aims to find the cream of the crop across different aspects of the grassroots game and we want people in *insert county* to get involved.

The *insert County* FA is calling on people from across the region for nominations for the eight award categories so that they can be recognised for their achievements.

The eight award categories include:

- Outstanding Contribution to Community Football Award
- The FA Community Club Award
- The FA Development Club Award
- The FA Charter Standard Club Award
- The FA Charter Standard League Award (Regional & National Awards only)
- Volunteer of the Year Award
- Young Volunteer of the Year Award
- Coach of the Year Award

To find out more about the awards or to nominate log onto *insert web address* or speak to the *insert County* FA on *insert contact details*.

Nominations close on 12 April 2010 and a shortlist of candidates will be selected by a judging panel from The FA, McDonald's and some football greats to include *insert name of face*, who is leading the search for the winners of these prestigious awards, and Sir Geoff Hurst.

The eight national award winners will be announced at The FA Community Awards which is this year being held at Wembley on the day of The FA Community Shield, August 2010.

Insert name of County FA representative: "Across the county, people are working hard week in and week out to provide a professional, fun and rewarding football experience for the local community and we are delighted that The FA and McDonald's have recognised these clubs and individuals with the Community Awards. This is a great opportunity for us to celebrate the dedication and commitment shown by clubs, coaches and volunteers across the UK and so we'd urge people to nominate. Fingers crossed we get some finalists and national winners from *insert location*!"

-ends-

For more information, please contact:
Insert County FA name, contact email and phone number

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Media Sell in Tips

Here are a few tips to help you sell-in your press release to your local media...

1. Ask to speak to the sports desk as they will be the most interested in this story
2. A good time to call the media is in the morning as many dailies go to print after midday. Also ensure that you don't call weekly publications on deadline day!
3. Think about your pitch before you ring (and write it down if you want to) so that you are giving the journalist the most important information in the first few seconds of the call. Journalists are busy people and don't have time to listen to a long spiel - they want the facts quickly and concisely.
4. Many journalists will ask you to send the information by email (rather than engage in conversation) as they are often stretched for time and resource so offer to send them the press release. However, don't be put off from calling them back at a convenient time to ensure they have all of the info they need.
5. Send them the press release following your conversation with them
6. Try to gauge if the newspaper plans to use the story and when it might appear in the paper so you can keep your eyes peeled for the piece once it appears!

Don't forget

- Always refer to the awards by their full name: The FA Community Awards, presented by McDonald's
- Include the composite logo on all communications (see attached).
- Always communicate the national awards announcement date.

If you have any questions regarding the sell-in, don't hesitate to contact matt.phillips@thefa.com at The FA's PR team who will be happy to help!

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APPENDIX 4 THE FA COMMUNITY SHIELD TICKET DISTRIBUTION LIST

Pairs of Tickets	Name	CS Club	CS League
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			