



# COMMUNITY VOLUNTEER PROMOTIONAL TOOLKIT



# OVERVIEW

Volunteering is a great way to make an impact and stay connected to your local community. From game day prep to seasonal club support there is a role for everyone. Promotional assets can inform and encourage the local community to connect their clubs and get involved in the 2024 season.

This toolkit is designed to provide a range of promotional assets and editable templates that you can use to promote Volunteers locally.

## AUDIENCE SPECIFIC PROMOTION

Understanding your audience and talking to them specifically is key to cutting through in market. You should ensure:

- Images reflect the community. Can the community imagine themselves in the scene?
- Copy speaks to the audience. Does the message resonate with them?

See below specific copy to support prospective volunteers across various community groups. The canva templates are a great way to update imagery to ensure it highlights each audience.

| Audience/Roles           | Message  |
|--------------------------|--|
| Club Committee and admin | For every game on the field, there's volunteer efforts off the field. Connect with your local club and be an integral part of the 2024 season.                                       |
| Photographers and media  | There is no better way to connect clubs with community in 2024 than digital media. Create an impact and help share every moment of the game online. Positions now available for XXX. |
| Game day support         | From first bounce to the final siren, the game needs volunteers. From running with the team to serving chips at the kiosk gametime function because of them. Volunteer in 2024.      |
| Ex Players               | Stay connected to our great game<br>Your weekend footy routine doesn't have to end   |
| General Public           | Friendships, fun and fulfilment are just some of the reasons our Community Footy Volunteers come back each week<br><br>It's not too late to get involved in our great game           |

## EDITABLE ASSETS (CANVA TEMPLATES)

Canva is a great tool to allow you to update information and imagery that is better suited to your audience. The following toolkit provides links to editable templates in Canva for flyer and social media assets. Canva will include some locked features that cannot be changed, but will also include editable fields to include program specific images, club logos and additional information. Click on the 'EDITABLE TEMPLATE HERE' button next to each asset to view the Canva templates.

[CANVA TUTORIAL HERE](#)

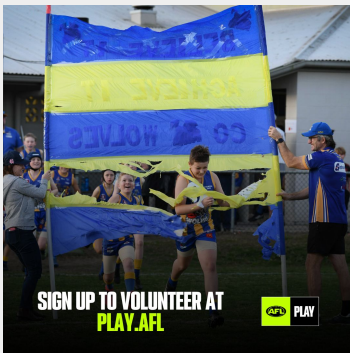
# SOCIAL MEDIA

Social media is a great way to reach a large range people, both current followers and new audiences.

From sharing videos and tagging other accounts to linking through to a website, social media is a strong tool in communicating a message a directing the audience where you want them to go.

Social media tiles are available to post on your bothl Facebook and Instagram accounts. These can be used to promote expressions of interest in becoming a volunteer, educating people on the many roles that are available, the many great reasons to become a volunteer.

Including any additional or specific information text in your caption, rather than on the images drives stronger engagement.



## Social Media Tile (1080x1080)

Include any additional text in your post rather than on these images for better engagement.

Suggested copy:

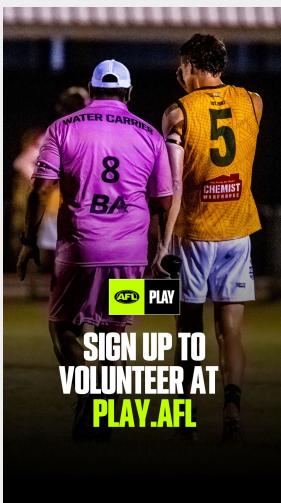
"Local footy clubs are run by volunteers & need more help - whether that's one hour or 100 hours'

'Volunteers are the heartbeat behind every local footy game"

Sign up for the 2024 footy season at [play.afl/volunteer](https://play.afl/volunteer)

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)



## Social Media Story (1080x1920)

It is recommended that a link sticker is added to each social media story directing clicks to Play.AFL.

[DOWNLOAD HERE](#)

[EDITABLE TEMPLATE HERE](#)

# FLYERS

Flyers are used to share information with the audience and allow them to take that information home to read when they are ready. Flyers can be distributed at community events, and opportunities where there will be heavy foot traffic. Flyers should look to include an engaging image, program or event specific information and end with a call to action. For example, scan the QR code to learn more.

QR codes should be generated using Bitly. By using Bitly, you will be able to track how many scans your QR code has had, and therefore measure or determine the success of the flyer and whether it was useful for advertising that specific event/program. Once signed up to Bitly, simply copy and paste your link [here](#) to generate the trackable QR code, then use the editable template button below to add the QR code to your flyer.



## Flyer (A4)

Digital and print versions are available for state and regional use.

**EDITABLE TEMPLATE HERE**