COMMUNITY VOLUNTEER
PROMOTIONAL TOOLKIT

OVERVIEW

This toolkit is designed to provide a range of promotional assets to promote community volunteering. These assets are a suite designed to inform, engage, and drive registrations into volunteering for the 2025 season and are part of a multichannel and multi phase campaign strategy. Please refer to the 2025 'There's More to Footy Than Footy' Campaign Strategy for more information.

The objective of States, Leagues and Clubs sharing these promotional assets is to build awareness and drive registrations of our community volunteers and drive traffic to the play.afl/clubhelp webpage for audiences to get more information, and either express their interest via https://play.afl/clubhelp/get-involved or register through PlayHQ via https://play.afl/club-finder-map

The toolkit includes a range of promotional materials and editable templates that can be used to promote volunteering locally and across different audience groups. These assets include flyers, social media tiles, stories, and digital resources, available in both editable and non-editable formats, as well as print and digital options.

AUDIENCES

The Game Development Engagement team have done significant work to understand the target audience for community volunteers. What we know about the community is their motivated to contribute and support, and science proves volunteering is a winner for wellbeing. Volunteers say they love the fulfillment and friendliness that comes with the role. Convenience is also appealing – the barrier of commitment is less for this way of getting into the game.

Ensuring that we are breaking down the barriers, challenging social norms, and showcasing AFL as an inclusive environment for people of all backgrounds and walks of life. We need to highlight that footy is about the people, the community, the sense of belonging.

A reminder when sharing content from your centre, It's important that:

- Images reflect the community, and we ask ourselves "Can our audiences imagine themselves in the scene?"
  Our Canva templates are a great way to update imagery ensuring individual assets resonate with specific audiences.

- Copy speaks to the audience, and we ask ourselves "Will this message resonate with them?"
  See the **messaging hierarchy within the campaign strategy document** for specific audience considerations and copy suggestions to support promotions across various audience segments.

EDITABLE CANVA TEMPLATES

The following pages in this toolkit include links to both editable and non-editable templates in Canva. Some features will be locked to maintain brand consistency, but editable fields are available for you to customize with program-specific information. To access these templates, simply click on the 'EDITABLE TEMPLATE HERE' button next to the relevant asset.

If you're new to Canva or need a refresher, you can find a helpful tutorial via the link below.

CANVA TUTORIAL HERE

SOCIAL MEDIA ASSETS

Social media is an effective way to connect with a wide audience, reaching both your current followers and potential new ones. By sharing videos, tagging other accounts, and linking to websites, social media allows you to deliver messages and guide your audience exactly where you want them to go.

We encourage you to tag **@aflplay** whenever possible so we can reshare your posts and help boost engagement. For maximum impact, include any specific details or additional information in your post captions rather than on the images themselves. This will help drive stronger interaction with your audience.

The 'There's More to Footy than Footy' campaign follows incredible stories of community volunteers around Australia. From this, we have a range of assets for you to use across your social media channels.

Social media tiles are available for posting on state and centre Facebook and Instagram accounts, see below:

Social Media Tile (1080x1080)
Include any additional text in your post rather than on these images for better engagement.

Suggested copy:
There's more to volunteering than volunteering. When you join a local club, you become part of a story. Find your more, register as a community volunteer.

Social Media Story (1080x1920)
It is recommended that a link sticker is added to each social media story directing clicks to PLAY.AFL/CLUBHELP

DOWNLOAD SOCIAL MEDIA TILE ASSETS HERE   **DOWNLOAD SOCIAL MEDIA STORY ASSETS HERE**

ADDITIONAL DIGITAL ASSETS

Assets in a wide variety of sizes are available for use across digital platforms. These assets can be used when you have promotional opportunities on your club website and where other promotional opportunities occur.

It is recommended that these website assets are linked to the play.afl/clubhelp website when posted.

Digital Assets
- (300x250) MREC - digital (for example: webpage, digital newsletter)
- (728x90) Leaderboard - digital (for example: webpage, digital newsletter)
- (300x600) Half Page Ad - digital (for example: webpage, digital newsletter)
- (300x100) Sidebar - digital (for example: webpage, digital newsletter)
- (600x300) eDM header - digital (for example: Facebook cover, operational communications)

DOWNLOAD STATIC ASSETS HERE   **DOWNLOAD MOTION ASSETS 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 (A5)
Digital and print versions are available for state and regional use. These can be used for promoting community volunteering registrations at events or opportunities with heavy foot traffic.

EDITABLE TEMPLATE HERE

CAMPAIGN VIDEOS

Our 'More to Footy' campaign videos are the perfect way to showcase the sense of belonging community football has to offer. These assets can be used across your social media channels and club website.

DOWNLOAD CAMPAIGN VIDEOS