



HALIFAX CITY SOCCER CLUB

COMMUNICATION PLAN



HALIFAX CITY SOCCER CLUB COMMUNICATION PLAN



COMMUNICATION OBJECTIVES

Over the annual calendar for 2021 we want to present the following messages locally:

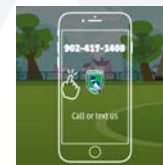
- Who We Are
- Our Programs & What We Offer
- Our Guiding Principles
- Our Strategy
- Cultural Holidays
- Celebrate Individuals
- Assist Our Sponsors



GUIDING PRINCIPLES

MAXIMIZE TIME | RIGHT TO BE HEARD | RIGHT TO PLAY | EMBRACE MISTAKES

WE ARE GUESTS | DELAY SELECTION | SUPPORTING COACHES | INDIVIDUALIZED DEVELOPMENT





DEFINING OUR KEY MESSAGE





DEFINING OUR KEY STAKEHOLDERS

HIGHEST PRIORITY STAKEHOLDERS

- Members
- Coaches

HIGH PRIORITY STAKEHOLDERS

- General Public

LESSER PRIORITY STAKEHOLDERS

- Funders

LOW PRIORITY STAKEHOLDERS

- Governing Body Stakeholders



CALENDAR FOR KEY STAKEHOLDERS Q4 & Q1

	Members	Coaches	General Public	Funders	Governing Body
October	<ul style="list-style-type: none"> ~ Indoor Programs ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Feedback (Survey) ~ Coach Planning (Townhall) 	<ul style="list-style-type: none"> ~ Indoor Programs (Flyers & Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Email & Social Media)
November	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
December	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
January	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
February	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
March	<ul style="list-style-type: none"> ~ Outdoor Programs (Townhall) ~ Member Feedback (Survey & Focus Group) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Recognition (Awards Evening) 	<ul style="list-style-type: none"> ~ Indoor Programs (Townhall, Flyers & Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Email & Social Media)



CALENDAR FOR KEY STAKEHOLDERS Q2 & Q3

	Members	Coaches	General Public	Funders	Governing Body
April	<ul style="list-style-type: none"> ~ Indoor Programs ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Feedback (Survey) ~ Coach Planning (Townhall) 	<ul style="list-style-type: none"> ~ Indoor Programs (Flyers & Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Email & Social Media)
May	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
June	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
July	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
August	<ul style="list-style-type: none"> ~ General ~ Celebrate Success ~ Cultural Holidays (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Informal Classroom) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Celebrate Success (Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	
September	<ul style="list-style-type: none"> ~ Indoor Programs (Townhall) ~ Member Feedback (Survey & Focus Group) ~ Celebrate Success (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Recognition (Awards Evening) 	<ul style="list-style-type: none"> ~ Indoor Programs (Townhall, Flyers & Social Media) 	<ul style="list-style-type: none"> ~ Funder Recognition (Email & Social Media) 	<ul style="list-style-type: none"> ~ Coach Education (Email & Social Media)



Cultural Celebrations Conti...

- January 20: Martin Luther King Jr. Day commemorates the birth of Martin Luther King Jr., the recipient of the 1964 Nobel Peace Prize and an activist for nonviolent social change until his assassination in 1968.
- January 25: Lunar New Year, one of the most sacred of all traditional Chinese holidays, a time of family reunion and celebration. The Lunar New Year is also celebrated at this time in Japan, Korea, Vietnam and Mongolia.
- January 27: The International Day of Commemoration to remember the victims of the Holocaust. The anniversary of the liberation of the Auschwitz death camp in 1945 and U.N. Holocaust Memorial Day.
- February is Black History Month in the United States and Canada. Since 1976, the month has been designated to remember the contributions of people of the African diaspora.
- February 1: National Freedom Day, which celebrates the signing of the 13th Amendment that abolished slavery in 1865.
- March is Women's History Month. Started in 1987, Women's History Month recognizes all women for their valuable contributions to history and society.
- March 25: Hindi New Year. (April 12th 2021)
- March 31: International Transgender Day of Visibility, celebrated to bring awareness to transgender people and their identities as well as recognize those who helped fight for rights for transgender people.
- April 2: World Autism Awareness Day, created to raise awareness of the developmental disorder around the globe.
- April 3: Lailat al Miraj, a Muslim holiday that commemorates the prophet Muhammad's nighttime journey from Mecca to the "Farthest Mosque" in Jerusalem, where he ascended to heaven, was purified, and given the instruction for Muslims to pray five times daily. Note that in the Muslim calendar, a holiday begins on the sunset of the previous day, so observing Muslims will celebrate Lailat al Miraj on the sunset of Wednesday, April 3.



Cultural Celebrations Conti...

- April 8-16: Passover, an eight-day Jewish holiday and festival in commemoration of the emancipation of the Israelites from slavery in ancient Egypt.
- April 10: Good Friday, a day celebrated by Christians to commemorate the execution of Jesus by crucifixion. It is recognized on the Friday before Easter.
- April 12: Easter, a holiday celebrated by Christians to recognize Jesus' return from death after the Crucifixion.
- April 23-May 23 (sundown to sundown): Ramadan, an Islamic holiday marked by fasting, praise, prayer and devotion to Islam.
- May is Mental Health Awareness Month (or Mental Health Month), which aims to raise awareness and educate the public about mental illnesses and reduce the stigma that surrounds mental illnesses.
- June 21: National Indigenous Peoples Day or First Nations Day, a day that gives recognition to the indigenous populations affected by colonization in Canada.
- July 1: Canada Day, or Fête du Canada, is a Canadian federal holiday that celebrates the 1867 enactment of the Constitution Act, which established the three former British colonies of Canada, Nova Scotia and New Brunswick as a united nation called Canada.
- July 29-July 30 (sundown to sundown): Waqf al Arafa, the second day of pilgrimage within the Islamic faith.
- July 30-31: Eid al-Adha, an Islamic festival to commemorate the willingness of Ibrahim (also known as Abraham) to follow Allah's (God's) command to sacrifice his son, Ishmael. Muslims around the world observe this event.
- September 7: Labor Day in the United States. Labor Day honors the contribution that laborers have made to the country and is observed on the first Monday of September.

Cultural Celebrations Cont...

- October 12: Canadian Thanksgiving, a chance for people to give thanks for a good harvest and other fortunes in the past year.
- October 28-29 (sundown to sundown): Eid Milad un-Nabi, an Islamic holiday commemorating the birthday of the prophet Muhammad. During this celebration, homes and mosques are decorated, large parades take place, and those observing the holiday participate in charity events.
- October 29: Mawlid Al-Nabi, the observance of the birthday of Islam founder Prophet Muhammad, celebrated during the month of Rabiulawal, the third month of the Muslim calendar. Shi'a Muslims celebrate it five days later than Sunni Muslims.
- December 10-18: Hanukkah, a Jewish holiday that is celebrated around the world for eight days and nights. Hanukkah celebrates the victory of the Maccabees, or Israelites, over the Greek-Syrian ruler, Antiochus, approximately 2,200 years ago.
- December 25: Christmas Day, the day that many Christians associate with Jesus' birth.
- December 26: Boxing Day, a secular holiday celebrated in the U.K., Canada, Ireland, Australia, New Zealand, Hong Kong and South Africa.



ALLOCATING BUDGET & RESPONSIBILITIES

	Members	Coaches	General Public	Funders	Governing Body
Owner	Executive Director	Director of Soccer Development	Executive Director	Executive Director	Executive Director
Others Responsible	Director of Soccer Development	Executive Director			
Annual Budget	\$500.00	\$500.00	\$1,000.00	\$0.00	\$0.00

TOOLS



- Registration
- Emails (Phasing Out)
- Program Information



- Emails



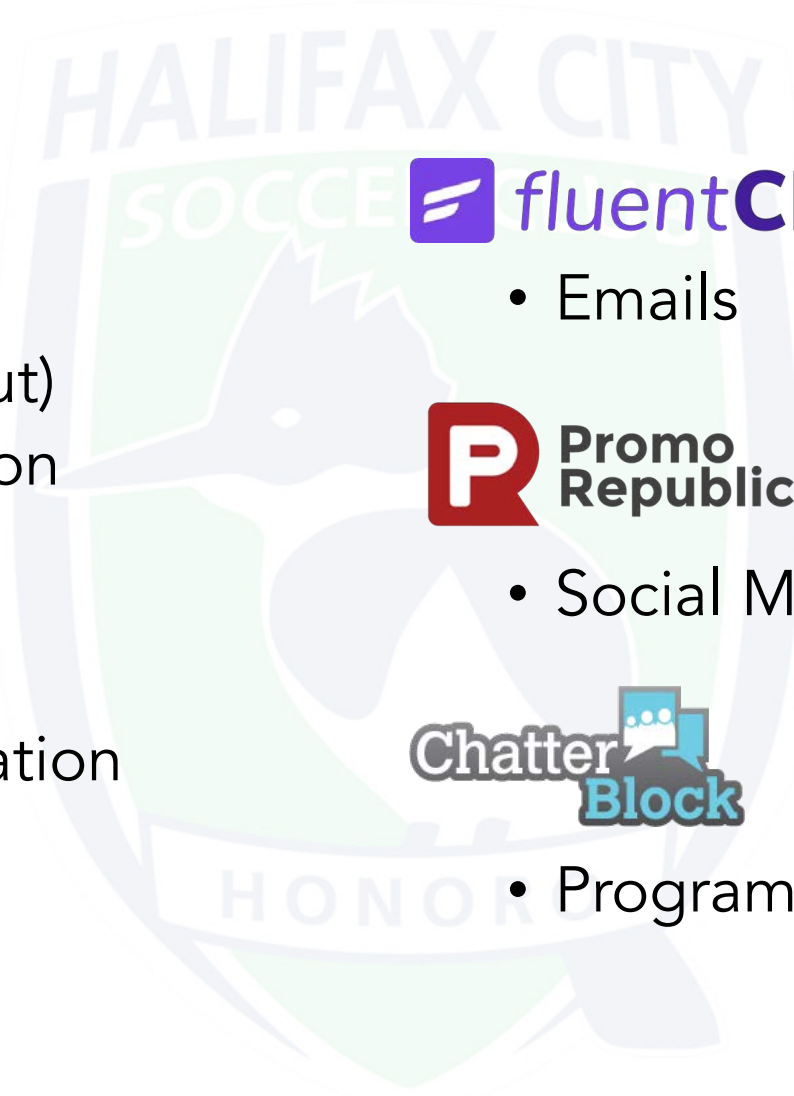
- Social Media Management



- Group Communication
- News
- Events



- Program Information



REVIEWING RESULTS AND ADAPTING THE PLAN

In order to review the effectiveness of our communication plan we will complete the following and evaluate the success of communicating your key messages in order to make improvements:

- Conduct some in-person interviews
- Key stakeholder forum or session
- Collect news clippings
- Include a survey in your newsletter
- Develop an on-line survey