

# Communications & Funds Development Opportunities



## Closing the Gap...

- ◇ Ensure you are receiving Saskatchewan Soccer Association Constant Contact Emails—We still sit around a 55% open rate
- ◇ Tag Us! On Facebook, Twitter, Instagram—Promotion is a two-way responsibility and the CCFD needs your help!
- ◇ Have a great story? Share it with us - A template for story reporting will be up on the SSA Website as of April 1, 2018
- ◇ The SSA Annual Calendar – We ask that you be referencing this resource, as it includes as many pertinent dates, deadlines and opportunities for SSA MO's and participants
- ◇ SSA Branding Strategy – A necessary process to complete and a necessary resource to utilize on all levels of our engagement - Influence, inspiration, and implementation by MO's will be a key success factor—Less about Branding ( Posters, signs and logos) and more about the Experiences and Interactions we create
- ◇ SSA will be dispersing a number of event-based, initiative-based, and participation-based surveys for the duration of the 2017-2020 Strategic Plan - We will need you help to gather the data we need to make informed decisions

### Things coming down the pipes...

- ⇒ Framework for Sponsorship Activation
- ⇒ Marketing and promotional videos
  - ⇒ Recruitment for Players, Coaches and Referees; Volunteer recognition, and an overall piece on the game in Saskatchewan
- ⇒ Social Media Usage Guidelines and Best Practices
- ⇒ Vision-storming for “Soccer Day in SK” event
- ⇒ Pan-Provincial Strategies
  - ⇒ Recruitment Campaigns
  - ⇒ Recognition Campaigns (Volunteers, Coaches, Parents, Referees)
  - ⇒ Fundraising Opportunities - “Baking a Bigger Pie Together”

### KEY QUESTIONS

- Do we need to revive Soccer News?
- Do you consider SSA Host hotels when booking your travels?
- Youth Engagement Surveys at Events—Overheard any feedback?
- Would you consider hosting the AGM in 2020?
- If you were given an opportunity to recognize your volunteers annually, would you utilize the resources provided by SSA?

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