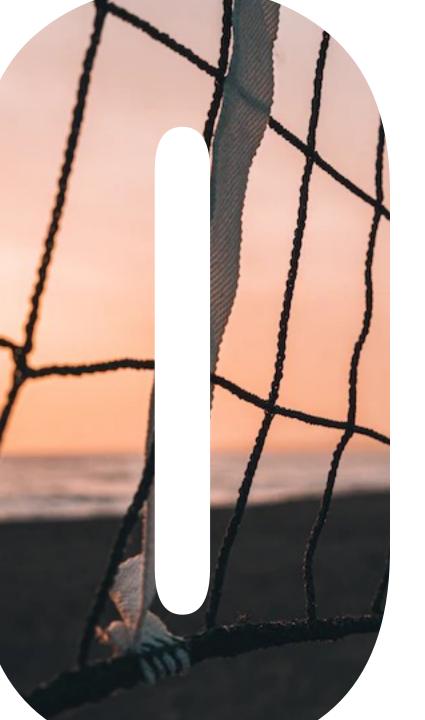


HOW TO BUILD A SOCIETAL IMPACT
PROGRAMME THAT INVOLVES
ATHLETES AS ROLE MODELS?



### **INTRODUCTION**

A powerful way to increase the societal value of sport and your sport organisation is the build-up of a role model programme together with your athlete. In order for us to play our part, we developed an **evidence-based toolkit and bootcamp.** 





### TACTICAL PLAN: PLAYERS & STRATEGY

This bootcamp is developed for all sport organisation representatives, former and current athletes that want to increase their societal impact. The bootcamp guides you step-by-step through the Athletes 4 Society toolkit in order to complete the **final template**.











### THE PLAYING FIELD: ATHLETES4SOCIETY FRAMEWORK

This bootcamp is built upon two theoretical frameworks brought together in the **Athletes4Society framework**. The framework highlights **three perspectives** that you must consider in developing a successful role model programme<sup>1,2,3</sup>.

### ATHLETES4SOCIETY FRAMEWORK123







The public value perspective

How does your programme add value to society?



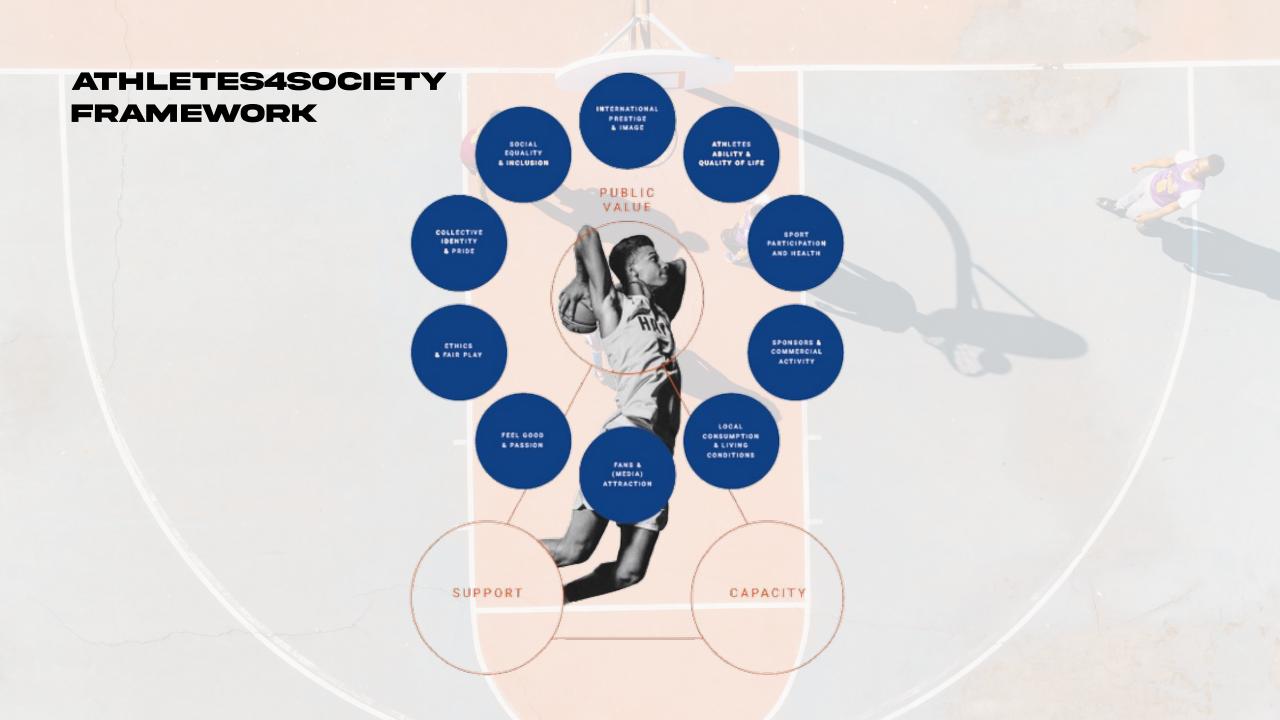
The operational capacity perspective

What does the organisation has to offer in terms of resources that can help in developing the athlete role model programme?



The legitimacy and support perspective

How do your programme's aims, objectives and mission align with the values of your stakeholders?





### READY, SET, GO!

This part of the bootcamp will guide you through the toolkit's **step-by-step guide** to achieve and maintain a successful athlete role model programme.

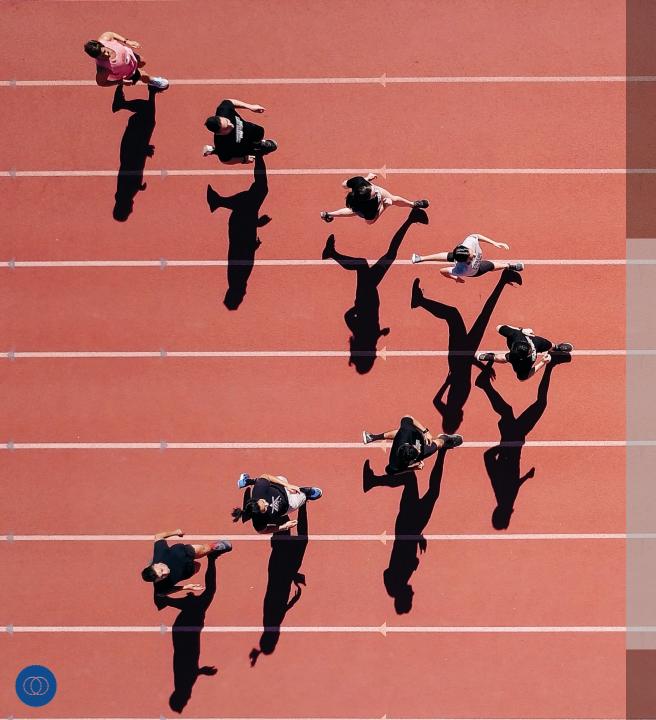
- Team up with your athlete
- Societal value proposition
- Mction plan
- Marketing & communication
- Implement, manage & monitor
- Evaluation



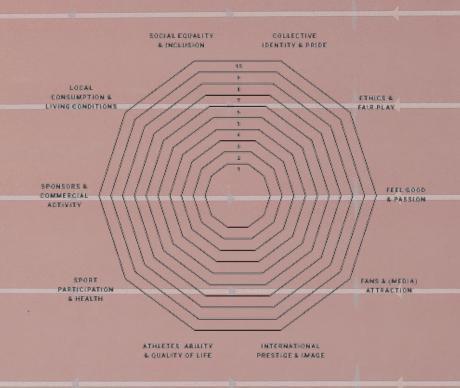


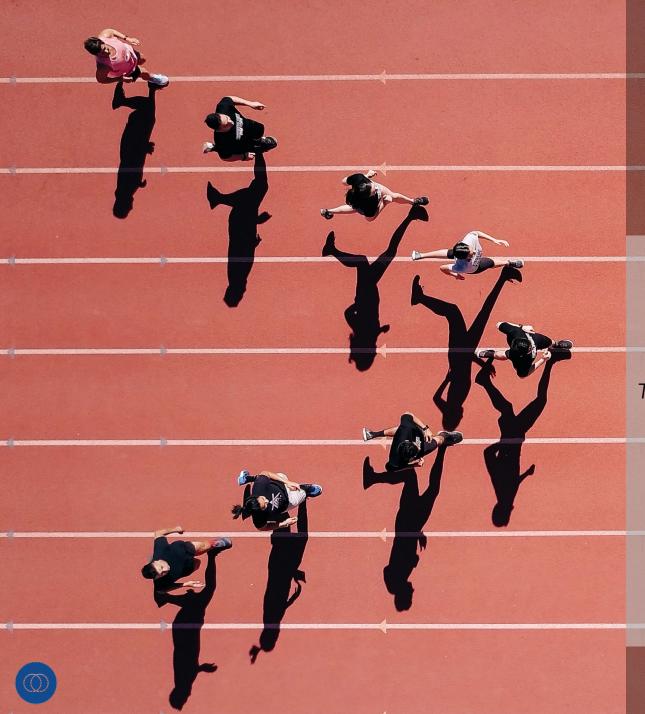






### MATCH THE SOCIETAL PROFILES.





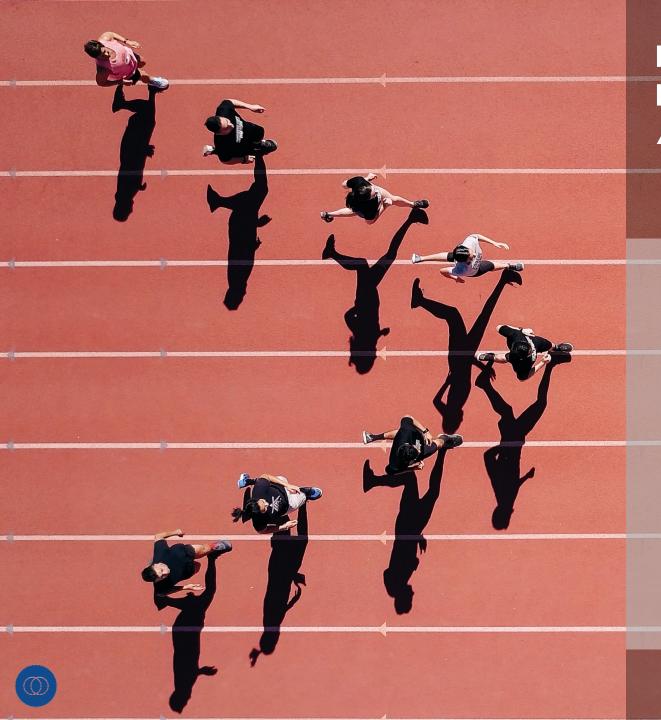
# ASSESS AN ATHLETE'S DESIRED INVOLVEMENT:

Athlete role model programmes targeting direct impact

The elite athlete is the initiator and plays a critical role in setting up/developing the practice. The elite athlete outlines the initiative

Athlete role model programmes targeting awareness creation

The elite athlete is an ambassador, while the organisation acts as the initiator. The elite athlete has little or no influence on the core, design, and development of the programme. The organisation outlines the initiative.



#### RULES OF PLAY: MAKE A CLEAR AGREEMENT

Sit down with your elite athlete and discuss what the athlete's involvement will look like. Think about what you expect from the elite athlete and what the elite athlete will have to do wen participating in the programme. Record this in a signed agreement.





# DEFINE THE SOCIETAL VALUE OF YOUR PROGRAMME

Describe which **societal value** you want to deliver with your programme or in other words, describe what your programme will focus on, and think about the way your project answers to that **societal need**.



### DESCRIBE YOUR GOAL

Write down the goal of your programme using the SMART guidelines.

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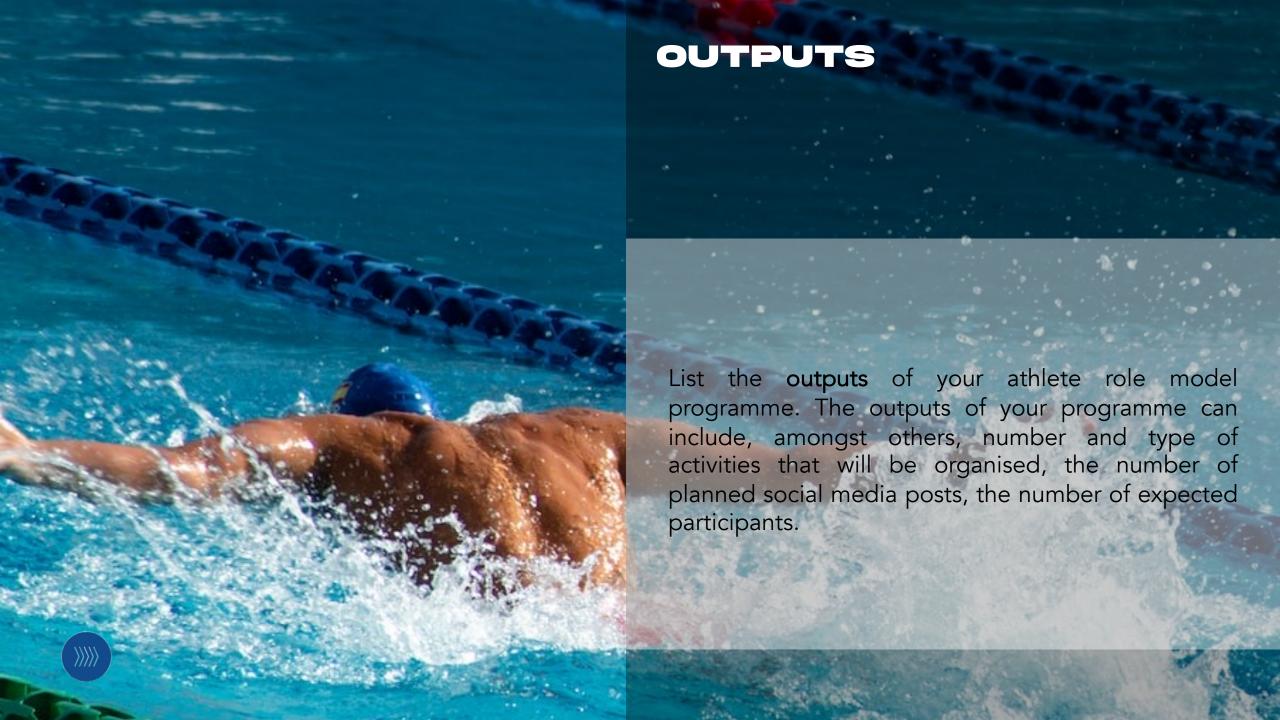
# MAP POTENTIAL SUCCESS FACTORS AND CONSTRAINTS

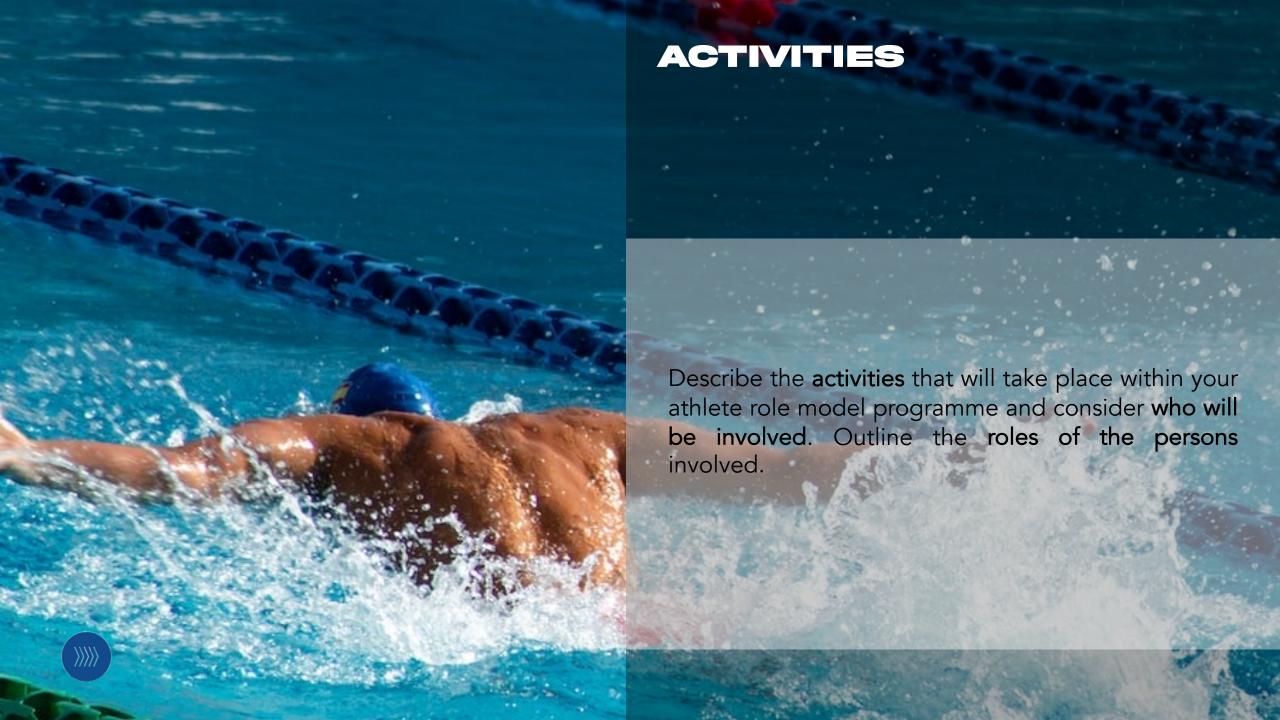
Describe your organisation's unique selling points and possible constraints you might encounter in designing, implementing, and evaluating your athlete role model programme. Make sure your selling points and constraints are concrete and defensible.







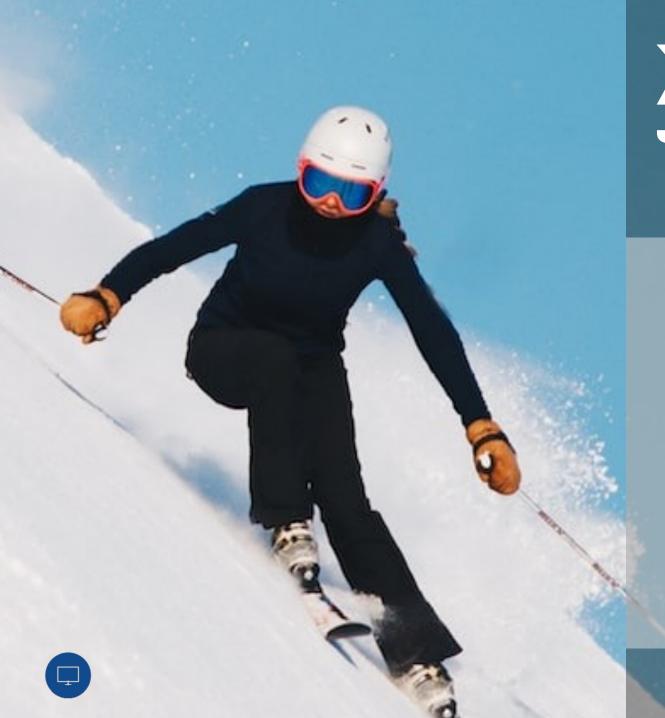












#### YOUR TARGET AUDIENCE'S JOURNEY:

Create a funnel or flow where you map out the journey of a potential participant using the tool underneath. Map out which phases potential participants or other stakeholders will go through towards becoming an actual participant. Try to make a clear distinction between inbound and outbound communication flows.

### TYPES OF EXTERNAL COMMUNICATION INBOUND & OUTBOUND

Outbound communication

focuses on pushing marketing messages to get the attention of your potential stakeholders.

Inbound communication

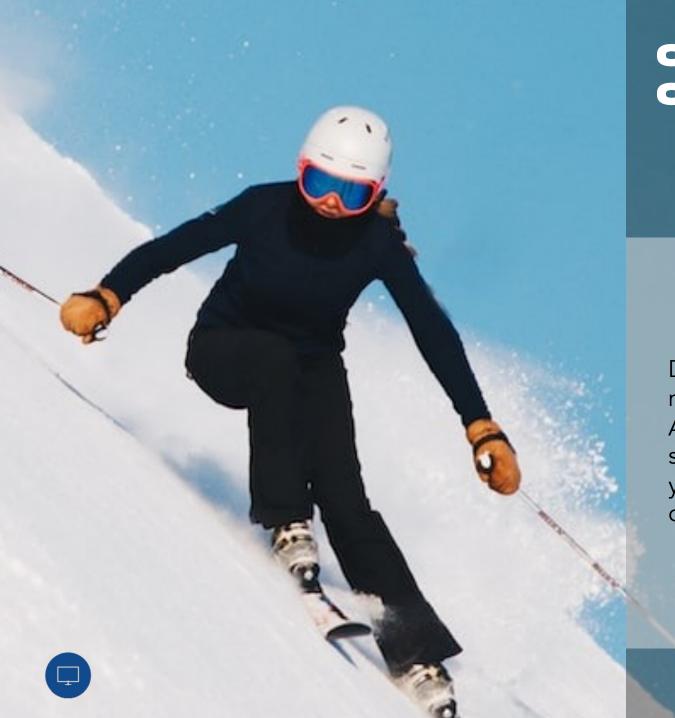
includes external communication which naturally attract participants or other stakeholders to your organisation

outbound

**STAKEHOLDERS** 

**ORGANISATION** 

inbound



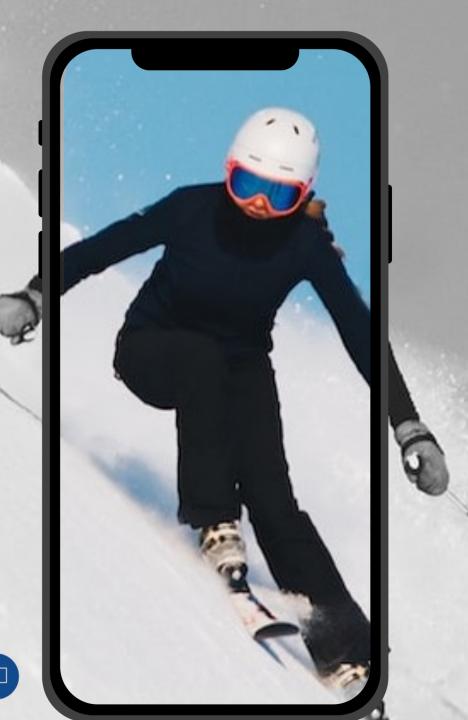
#### ONLINE COMMUNICATION

Determine the purpose of your posts using the 4A model (i.e., Awareness, Appreciation, Action, Advocacy)<sup>10</sup>. Make sure the purpose is formulated in such a way that its impact can be measured. Mirror your content to the 4 criteria for creating good content<sup>10</sup>.



### TIPS & TRICKS FOR A SUCCESSFUL WEBSITE

- Mention your website on any form of communication
- Provide a clear reflection of the athmosphere that prevails within your organisation/programme
- Simple, cheap and attractive website tools
- Goal of your programme
- Within 10 seconds, people should know what you are doing: who, what, where, when, why and how?
- Contact details should be available within two clicks
- Graphically and visually appealing
- Use call-to-actions
- Reply to information requests within 1 to 2 days (standard e-mail)
- Keep your website alive through news messages and pop-ups



### TIPS & TRICKS FOR SUCCESSFUL SOCIAL MEDIA CHANNELS...

- A good, structured and smart approach is essential
- Choose consciously which social media you do or do not use
- Develop a strategy per network
- Try to get into dialogue with your target audience
- Stimulate the group feeling
- Make sure the content on your page mathes the interests of your followers
- Interaction → More reach
- Vary and alternate in the type of content
- Quality > quantity
- Teamwork
- Canva
- Schedule tools



### FORMATS TO SCORE ON SOCIAL MEDIA<sub>10</sub>

- Involve your audience
- Behind the scenes
- Course of a day
- Honour employees
- Personal story
- Video
- Inspiring quotes
- Interview
- Reuse content of your followers
- Dilemma
- Bingo
- Riddle
- Popular movies/series

- Contest
- Digital search
- Caption
- True or false
- Alphabet game
- Comic strip
- Memes
- Interactive video
- Gifs
- Fill-in template
- Ask for an emoji reply
- Animals
- Top topicals/current events
- Public holidays













### TACKLING POTENTIAL CHALLENGES

Building a successful programme with elite athletes as role models is not an easy task. You are likely to run into issues along the way. The most common challenges and possible solutions are gathered in our toolkit.



# Sources of information and inspiration

- Outputs of the Athletes4Society project
- Valuable online/digital tools
- Reading list