



Oifigeach Caidreamh Poiblí PRO

GAA CLUB OFFICER PROGRAMME

Sponsored by:



GAA Club Officer Programme
2008



CLÁR



- Introduction
- Responsibilities
- Communication – Internal and External
- Methods of Communication
- Results of Good and Poor Communication
- Presentation of Club
- Workshop



1:INTRODUCTION



Role of PRO

- The job of PRO is one of the most important positions in the club.
- The main function of the PRO is to present a good image of the Club and Cumann Lúthchleas Gael in the local community and beyond

Note:

- The need for good PR in GAA clubs has never been greater, given the increased competition for players that clubs face

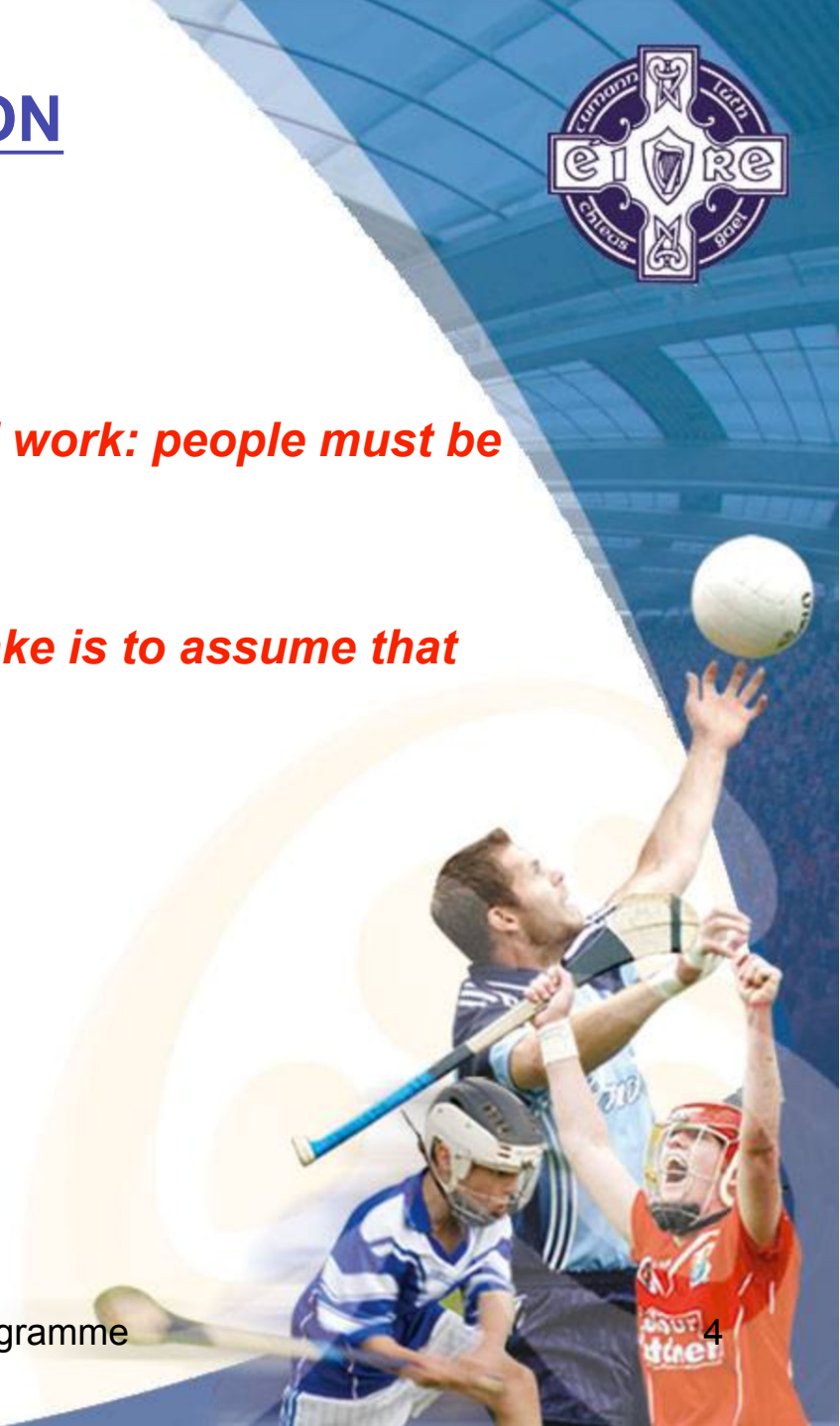


1:INTRODUCTION



Remember:

- 1: No longer is it good enough to do good work: people must be told about it!*
- 2: The Biggest Mistake that a PRO can make is to assume that people know!*



1:INTRODUCTION



How to operate

- Be well informed of all club activities
- Keep in touch with officers and team mentors
- Build up links with local newspaper and radio personnel
- If a controversial issue arises, it should only be dealt with in consultation with other officers (particularly An Cathaoirleach)
- Consult widely with relevant people
- *Note:* Bring a camera to games and events!



2:RESPONSIBILITIES



Main Duties:

- 'Sell' the club to the local community and beyond.
- Work as part of a team along with the other Club officers, team mentors and the various sub- committees in the club
- Provide team lists and all relevant information to County PRO on time
- Provide match results to County PRO and other relevant people
- Keep records of club games, team photos etc. This is historically invaluable information!



2:RESPONSIBILITIES



A PRO should not:

- Push his own agenda - club policy and decision making supersedes personal opinion!
- Criticise the club in public or private

A well informed PRO needs:

- Good communication with fellow officers and team mentors
- Good links with Division and County Board PRO



3:COMMUNICATION



Introduction

- Good communication in a club is essential to ensure that the club operates effectively
- Players, Mentors, Officers, Parents, Members, Sponsors and the Wider Community need be aware of all activities in the club
- Club needs to be seen as 'active, alive, positive and progressive' in the local community

Note: A breakdown in communication means that the club cannot operate as it should



3:COMMUNICATION



Communication in the club operates at two levels:

1: Internal communication

2: External communication



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3:COMMUNICATION



Internal - Communicating with:

- Club Officers
- Executive committee and Sub-Committee Members
- Players
- Mentors
- Parents
- Active members (volunteers)

Note: This can only be performed effectively in consultation with the club secretary, team mentors, County Board delegate etc.

Note: Every person with a role in the club has a part to play in good internal communication

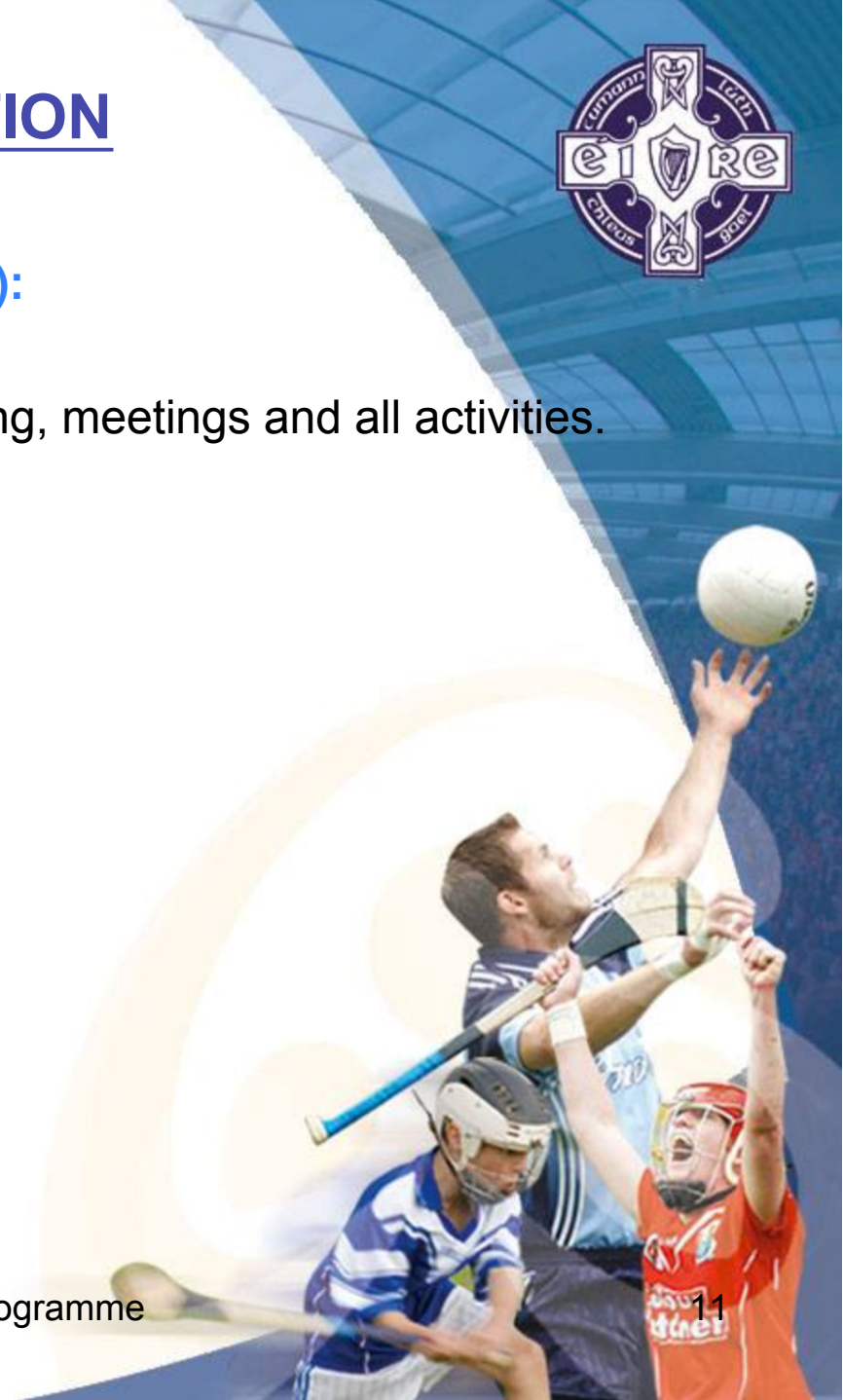


3:COMMUNICATION



Internal - What to communicate (examples):

- 1: Date, time and venue of club games, training, meetings and all activities.
- 2: Details of programme of games activities.
- 3: Details of The Club Plan
- 4: All club activity.



3:COMMUNICATION



Effective Internal communication ensures that:

- Everyone connected with the club is aware of what is happening
- People know their roles and responsibilities
- Everyone knows the details of the club plan and the direction the club is taking



3:COMMUNICATION



External - Communicating with:

- Supporters
- The community in general
- Parents
- Sponsors
- Media

The job of the club PRO



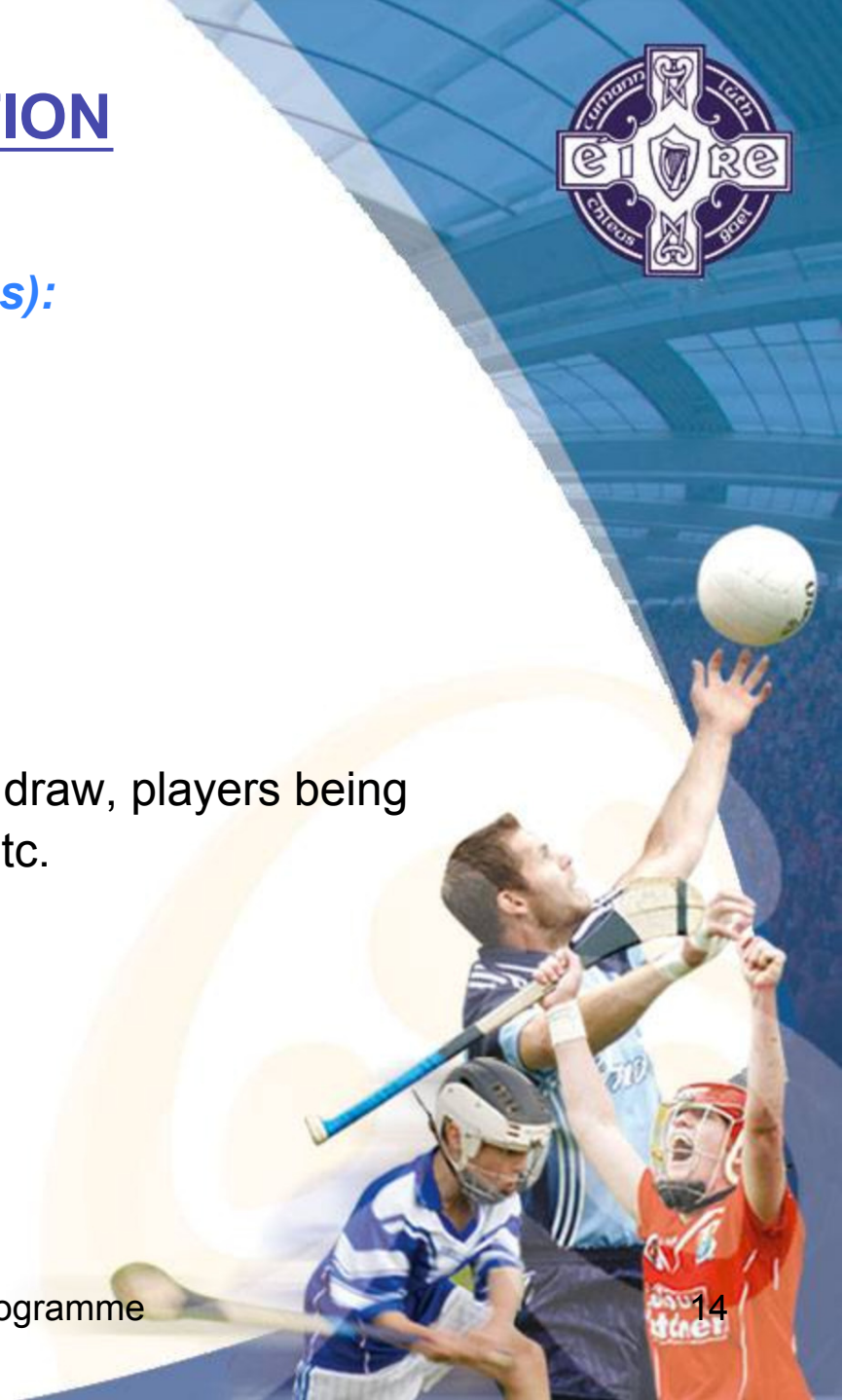
3:COMMUNICATION



External - What to communicate (examples):

- 1: The Club Plan – Games plan etc
- 2: Club match, results and reports
- 3: Club's social and other activities
- 4: Positive stories e.g. winner of fundraising draw, players being selected for County panel, new sponsor etc.

Remember: Club is 'alive' and 'active'

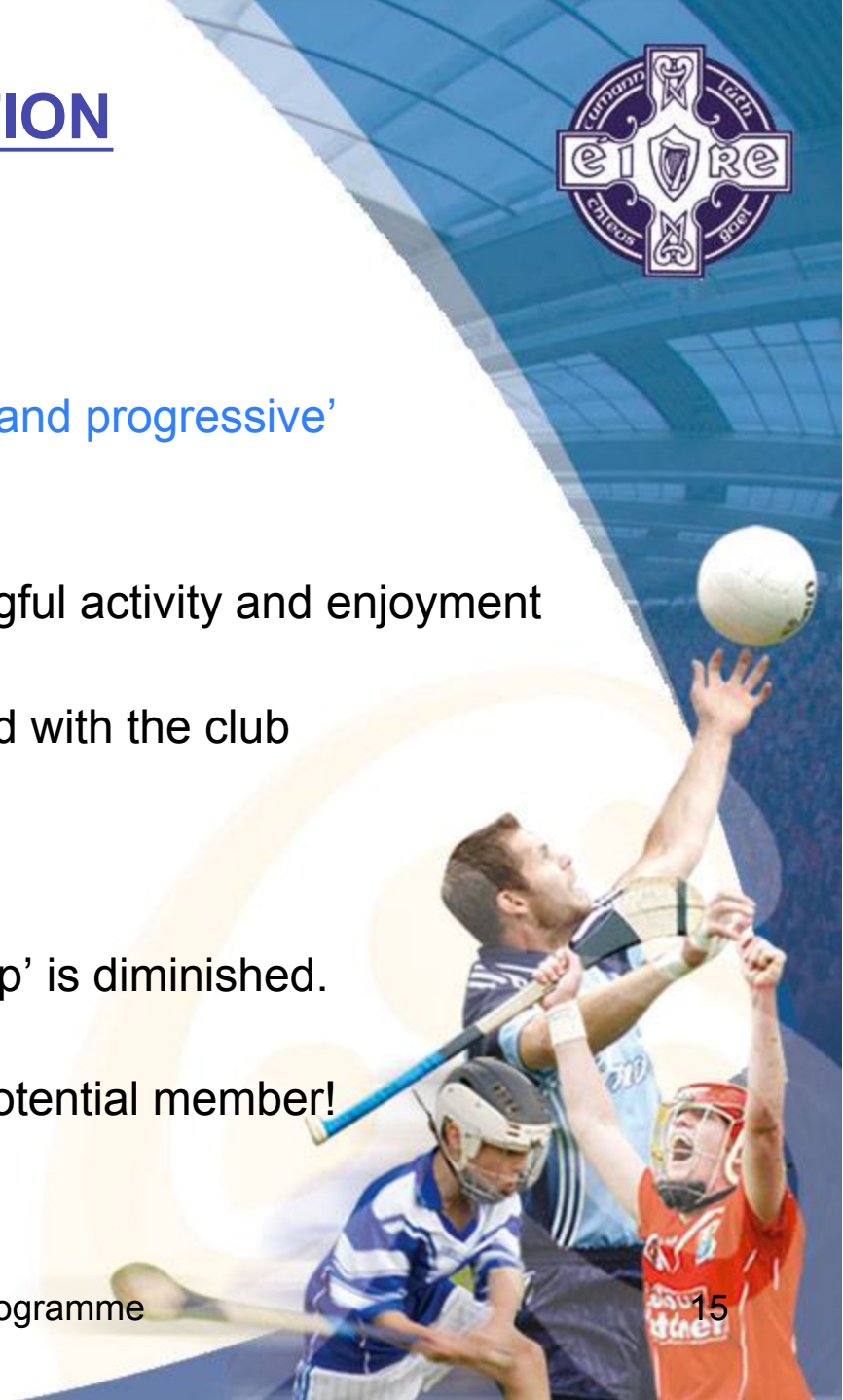


3:COMMUNICATION



Good External Communication Ensures:

- The club is seen as 'alive, active, positive and progressive' in the general community
- Parents see that their children get meaningful activity and enjoyment
- Sponsors see a benefit in being associated with the club
- Encourages people to become involved
- Ensures that the perception of 'closed shop' is diminished.
- **Remember:** Everyone in the locality is a potential member!



4:METHODS OF COMMUNICATION



Club Newsletter

1. Allows club to communicate directly to members
2. Ideal for communicating details and progress of the club plan
3. Ideal method of portraying the various activities of the club
4. Only needs to be a 1 or 2 page newsletter sent out 3-4 times a year
5. Include photographs of club activity (if possible)
6. Must be well presented.



4:METHODS OF COMMUNICATION



Local Newspapers

1. Ideal way of communicating to the wider community and is free
2. Local papers published regularly i.e. weekly, monthly etc.
3. Read by members, potential members, sponsors and potential sponsors in the locality
4. Helps club to show the 'wider community' that the club is active

NB. Local media want regular, guaranteed notes from a club to ensure continuity

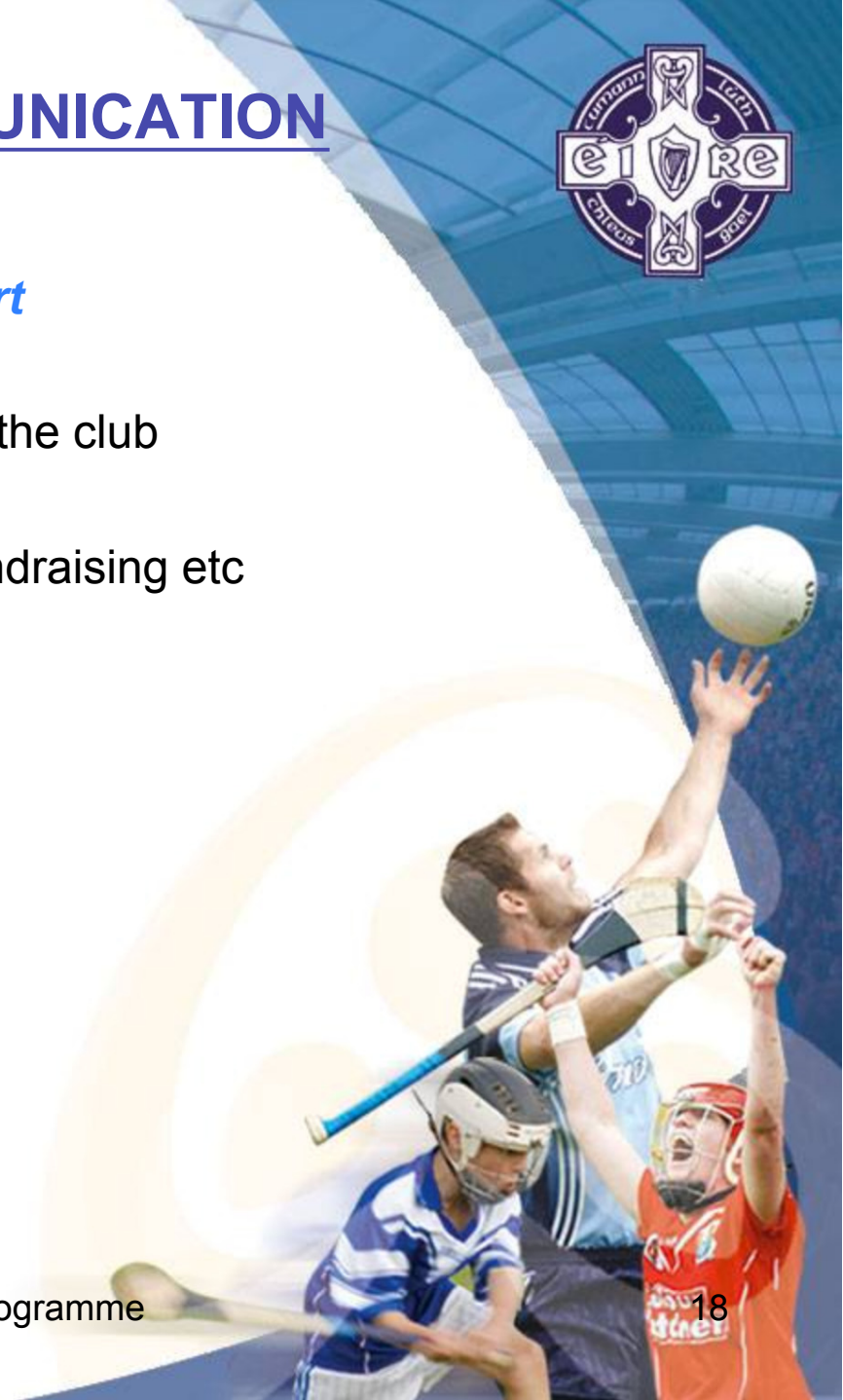


4:METHODS OF COMMUNICATION



Newspaper articles - writing the news report

1. Use report to create a positive image of the club
2. Include all clubs activities e.g. social, fundraising etc
3. Brief, clear, simple message
4. Correct spelling and grammar
5. Submit on time!



4:METHODS OF COMMUNICATION



Newspaper articles - Include the following in match report

1. Team and Subs
2. Final Score/Half Time Score
3. Goals, Top Scorer, Exceptional displays
4. Main action points
5. Scores and scorers
6. Consequence of result



4:METHODS OF COMMUNICATION



Bulk Text Message

1. Quick method of communication
2. Inexpensive versus phone-calls
3. Ideal for short messages
4. Ideal for relaying urgent messages
5. Almost everyone has a mobile phone!

Note: Need parents permission to include juvenile phone number



4:METHODS OF COMMUNICATION



Email and Website

1. Quick and inexpensive
2. Ideal for bulky communication e.g. club news-letter
3. Helps clubs to communicate with people living abroad
4. Website must be informative and well presented
5. Note: Not all members have access to email and website
6. Note: Website must be kept up to date!



4:METHODS OF COMMUNICATION



Posters

- Design must be attractive and colorful
- Include Club and GAA crest
- Various locations in area

Club Notice Board

- Secure and up to date
- Inform Club Members and players of up-coming events etc
- Photo's of past glories



4:METHODS OF COMMUNICATION



Local Radio

- Get to know the GAA correspondent.
- Useful for promoting fundraising activities etc.
- Liaise with the County/divisional PRO as regards his needs in this area
- In reality, most clubs will have little direct interaction with local radio



5:RESULTS OF GOOD COMMUNICATION



Internal and External - Summary

- Meetings, games and events, happen when they are supposed to
- The required people are present
- People know their role in the club
- Members and supporters know that the club is operating to a plan
- The club is 'selling itself' to the local community – positive image
- Helps to attract new members and volunteers



5:RESULTS OF POOR COMMUNICATION



Internal and External - Summary

- Breakdown in club activities
- Players miss training and games, Officers miss meetings
- Parents lose confidence in club
- Club loses its relevance in the local community
- People become disillusioned
- 'Closed shop' mentality in the club



6:PRESENTATION OF CLUB



Role of PRO to oversee that:

- Club grounds are tidy and clean
- Pitch is lined and flags in position for every game
- Nets are hanging and grass is cut
- Tri-colour is flying
- Toilet facilities are clean
- Scoreboard is in working order

Note: Particularly important if media are in attendance



6:PRESENTATION OF CLUB



Match Programmes:

- Role of PRO to print programmes for big games
- Must include teams, substitutes and mentors
- Include sponsor of competition if applicable
- Include an address from club chairman
- If possible, include a short history of competing clubs
- Do not ignore current sponsors of Club when looking for advertising in programme.





WORKSHOP



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WORKSHOP – PROMOTION OF CLUB



Workshop Question – Chart Exercise

What can we do to ensure our club is properly promoted in our community and beyond?



WORKSHOP – COMMUNICATION IN CLUB



Workshop Question – Chart Exercise

How can we improve communication within the club?



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WORKSHOP – NON-NATIONALS



Workshop Question – Chart Exercise

How can we communicate better with the non-national community in our area?

