

Top Tips in brief for your Club Programme with regard to the Club Programme for the Club Efficiency Competition

Your Club Programme is a fundamental tool for your club members to communicate what you are holding as a club. It is also very useful for the County Office to have a copy, so that potential new members that contact the office, can have up to date Club Information for the coming weeks.

Content – do you have the following?

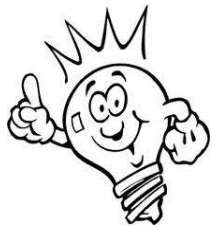
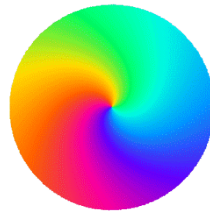
- ✓ Contact Numbers for Club Officers
- ✓ Dates, times, venues and what is happening on weekly basis?
- ✓ A" TBC" is NOT GOOD!
- ✓ Photos – up to date from your current year – it is not good to keep old photos on there as current members like to see themselves in print!
- ✓ The County Contact details – website, office opening hours, who to contact, email address
- ✓ If you have enough room, witty banter, a few lines about your club or some amusing stories or jokes is always good

Variety – are you doing the following?

- ✓ A mix of weekly activities?
- ✓ Something different?
- ✓ Catering for all your age ranges?
- ✓ Being responsible with the age range you have?
- ✓ Going to that little bit more effort with putting on your weekly events?

Presentation – Is your programme?

- ✓ Colourful?
- ✓ Readable font?
- ✓ A good layout that is easy to follow?
- ✓ Printed clearly?
- ✓ A handy size to pin on a notice board?



Other snippets!

Give full details in your programme; don't assume everyone knows where the "Smith Household" or "Park Farm" is! Read your programme as if you were a complete newcomer to the club and it may help you see what needs to be changed in order to improve this service you give to your members.

Finally, a CLUB PROGRAMME, printed, is an essential element of running a Safe Club. Do NOT rely solely on social media or text messaging to let your members know what is coming up!

Where should we send our Club Programmes and how?

- 1) A hard copy should be posted to each Club Efficiency Judge (see overleaf for their details)
- 2) A hard copy should be posted to the County Office
- 3) A copy on email, suitable to update the County Website should also be emailed to the Staffs YFC County Office
countyoffice@staffsyounghfarmers.org.uk
- 4) Make sure your members get a copy
- 5) Send a copy to your Club President, Vice Presidents and Advisory Committee – keep them informed on what the club is up to