



A Step-by-Step Guide to organising YOUR NatWest CricketForce 2009 Event

This document provides a brief step by step introductory guide to the clear objectives, detailed planning and consistent commitment needed to make your NatWest CricketForce 2009 Event work.

NatWest CricketForce 2005, 2006, 2007 and 2008 was heralded a triumph by all – partnerships were built between Cricket Clubs, Businesses, Volunteers, Communities, Volunteer Agencies, the Media, Local Authorities and the Government.

In 2008, 1,375 clubs participated in this Groundforce meets Changing Rooms Self Help Cricket Club Event – bringing together 85,000 volunteers and an estimated £35-40 million investment into Club Cricket.

This year's aims are even higher:

- To have 1500 participating clubs including a minimum of 1000 Focus Clubs
- For participants to gain a better understanding of the initiative – that all clubs may realise the true potential that NatWest CricketForce can bring to their club.

How can YOU and YOUR club be part of it?

1. Appoint an ENTHUSIASTIC PROJECT LEADER

- **Enthusiasm and excellent communication skills** are required for this role.
- Someone with a desire to understand the bigger picture, the passion to make things happen and can persuade others to get involved!! **Experience is not necessary** - the information on how to make it happen is available (www.ecb.co.uk/natwestcricketforce) as is the support network, if the going gets tough! – e-mail the helpdesk at natwestcricketforce@ecb.co.uk
- Someone who can empower a team of volunteers who collectively have the skills to do all that is needed....YOUR club's members/community/parents and family of children within your junior section have the required skills!!

2. SET OBJECTIVES (objectives are specific and can be measured)

The foundation and measure of a successful event is a set of clear objectives understood by all. They could be:

- To repair, build or extend the pavilion

- To paint the score board, sightscreens, fences...
- To build a BBQ area...
- To raise an amount of money
- To provide a number of team building exercises
- To increase bar takings by x% within the year
- To have fun
- Other...

Don't forget to get a reality check! You may think your idea is good, but does everyone else?

3. SET AIMS (Aims are holistic, general and long term)

They could be:

- To improve facilities and access to facilities at YOUR cricket club
- To improve the quality of playing and practicing
- To provide your cricket club with some tangible benefits
- To get more people involved
- To provide a structure and volunteer policy that works to enable them to stay involved
- To engage and involve more Businesses, Voluntary Sector Organisations, Local Authorities, Community Organisations inc Schools and Young Leaders
- To attract more media coverage and communicate regularly and innovatively with all involved
- To increase Membership, Sponsorship, Hire of Facilities, Income...
- To assist the Governments agendas for Health, Education, The Environment and Crime
- To raise the profile of your cricket club
- To assist with delivery of 'Building Partnerships' – Cricket's Strategic Plan 2005-2009
- To achieve targets set within your Club Development Plan

4. CLARIFY RESPONSIBILITY

Everyone involved must be clear about their role. Form a working party and divide responsibilities.

- Select an overall Manager/Management Team – Budget responsibility, Team Selection
- Select a 'Leader' for each task
- Select a communications/PR Manager - internal and external communication, liaison with external 'community' groups
- Select a Logistics Manager (transportation, food and entertainment)

Don't forget to consider skills required for each project – perhaps one of your club's members is a secret carpenter or a PR guru!

5. SET EVENT CRITERIA

Tasks need to be:

- Of benefit to the club
- Involve the community outside the boundary
- To be fun and inclusive
- Detailed briefs of tasks to be drawn up and discussed with attention given to Health and Safety. All tasks to be risk assessed www.ecb.co.uk/natwestcricketforce

6. WORKING UP MOTIVATION

Announce outline of plan to all club members via email, news sheets, notice boards, websites and meetings. All communications must be aimed at enthusing, empowering and providing opportunities to get involved.

PLAN EARLY – AUTUMN/WINTER

7. PUBLICITY

- Make the best of media coverage – think outside the boundary
- Allocate a spokesperson who has an excellent understanding of the event
- Once you have registered for your event – send out a press release with your aims and objectives. Inform the media of the bigger picture.
- Ask the media (print and broadcast) to run a story highlighting the resources and skills you need to complete your project
- Report unusual good news stories on an ongoing basis suggesting a route to visit the most visual/newsworthy tasks
- Plan a schedule for press releases for your NatWest CricketForce event, i.e.
 - project start
 - request for business, local authority and volunteer support
 - unusual stories
 - plans for the weekend
- Liaise with other organisations involved, Duke of Edinburgh Award, Volunteer Centre, Local Authority – in order to gain coverage within their networks – on a regular basis.
- Make sure someone is responsible for photographing/videoing the event – this will make an excellent before and after story – it will enable you to build on the legacy the event leaves

8. THE WEEKEND

Organise a 'Big Start'

- Breakfast for all
- Official start by local MP/County Cricketer/Celebrity
- Have plenty of food on hand to feed your army of volunteers – make them want to stay.

9. THE END

The challenges have now been completed! Now...

- BRAG!
- Tell people what you have done
- Write an article for your local paper
- Show off your photographs and your DVD/Video

And CELEBRATE

You will have all done a great job so celebrate success. Have a BBQ – invite organisations involved to come along – perhaps ask someone to make a speech.

After the NatWest CricketForce 2009 event:

- Do send a letter of thanks to all outside bodies who have helped
- And a letter of congratulations to all involved
- Have a photographic exhibition for internal and external display?

And don't forget to assess the event against the initial objectives – and to communicate the results to all who took part and to other key individuals.

Complete the on-line evaluation form on www.ecb.co.uk/natwestcricketforce

Do – Build a great team, communicate regularly, consult all stakeholders, regularly evaluate progress, celebrate your success and HAVE FUN!

Don't go it alone or think short term.