



Issue 2 - November 2007

NatWest CricketForce 2007 DVD

The DVD of NatWest CricketForce 2007 is now available to view at www.ecb.co.uk/natwestcricketforce.

Please take a look and show it your members to see what NatWest CricketForce could bring to your club!

NO OF CLUBS
REGISTERED SO
FAR:

408

Benfleet CC

A little help from Jacksons Fine Fencing!



The Ford Workforce

Benfleet CC in Essex proved over a damp couple of days in October 2007 that NatWest CricketForce isn't just about one weekend in Spring. With the help of some employees from Ford and with products supplied by Jacksons Fine Fencing, they had a compound area built on their ground to store their sight screens. Benfleet have been regular participants of NatWest CricketForce over the last few years and have seen just reward for their efforts in the shape of greatly improved facilities at the Club. The erection of this compound was just the latest addition to this and one which will help to ensure the maintenance of their standards, and to keep their equipment safe. The compound was built next to their outdoor nets, also a result of a NatWest CricketForce effort, and provides a great example of what can be achieved when using our Official Supporters and getting the local community involved. With Jacksons providing the fencing and expertise, Ford providing the labour to assist, and Benfleet providing the BBQ, it was a perfect team effort!!

REMINDER!!

Please keep updating your registration profiles on the Play-Cricket Website so that we can see what projects you have in mind. We are looking for clubs to be this years showcase clubs and the only way we can choose them is if we know what everyone is planning! It also allows us to direct our Official Supporters towards your club.

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Helpdesk - natwestcricketforce@ecb.co.uk

www.ecb.co.uk/natwestcricketforce



NatWest OSCAs 2007



Every year the ECB hosts the NatWest Outstanding Service to Cricket Awards at Lord's to celebrate the fantastic efforts and invaluable contributions that volunteers make in cricket. This years awards took place on the 15th October with over 300 people in attendance including Surrey batsman Mark Ramprakash, England Women's Captain Charlotte Edwards, England's Rosalie Birch, Minister for Sport Gerry Sutcliffe, and guest speaker Bob 'The Cat' Bevan.

Almost 400 nominations were received for recognition within the seven different categories, the winners were....

- Young Volunteer - Steven Benson (Cumbria)**
- Behind the Scenes - Therese Warwick (Herefordshire)**
- NatWest CricketForce - Shepperton CC (Surrey)**
- Building Partnerships - Philip Spong (Devon)**
- Another Way - Wendy Bedeau (Bedfordshire)**
- Leagues and Boards - David Moseby (Devon)**
- Lifetime Achiever - David Cherry (Oxon)**



Gerry Sutcliffe MP, Minister for Sport said "The England and Wales Cricket Board have a world-class volunteering programme, which includes annual events such as the NatWest OSCAs and NatWest CricketForce. Volunteering and Sport are essential for the well-being of our communities and I am very pleased to support the OSCAs and congratulate the seven winners"

For more information please visit
www.ecb.co.uk/natwestoscas



Poster

Posters and Postcards
Free posters and postcards are available from your County Cricket Development Manager (CDM) for you to use in your community with all the right messages on. If you are unaware of how to contact your CDM please email the helpdesk on:

natwestcricketforce@ecb.co.uk



Postcard





**'Maximising the Potential' - 'Understanding the Big Picture',
What do they mean?**

Regardless of the size of your event/projects, evidence shows that Clubs that have involved the **'Six Key Partners'** identified below, have been very successful at meeting their aims and objectives. Each of these partners will individually make a difference, but when your club brings them all together, the results can be outstanding!! We point out the key factors to be considered for each partner—but **some of you are thinking so far out of the boundary the opportunities can be endless!!!**

Businesses/Organisations

Who?

Local, regional, national, existing supporters/sponsors, new supporters/sponsors

How - what can you ask for?

Everything you need i.e...

Donations of materials/services

Discounts or vouchers

Specialised skills—brick layers, plumbers, joiners, plasterers, upholsterers.....

What will they want/need from you?

Publicity through display boards, newsletters, website, the local media, etc., etc....

Club Members/Supporters

Who?

All members, their families and friends, players, Vice Presidents, all supporters...

What can you ask for?

Everything you need i.e.

Skills, resources, contacts—their networks, ideas, time...

What roles can they carry out?

Project Manager, Publicity Officer/PR guru, Procurement Manager, Photographer, Video Diarist, Caterer, Labourer, Plumber, Plasterer, Joiner, Electrician, Painter, Soft Furnishing Maker, Crèche Organiser, assistants to any of the above etc., etc...

The Local Community

Who?

Local Community Groups for any skills, time, facilities, materials they can offer

Schools/Colleges—for students and staff that may be able to offer the following skills—

Artistic, Media, IT, Resistant Materials

What may they want/need from you?

Publicity, opportunities for students to practice their skills, mentoring of students, use of your club's facilities, coaching etc., etc...

The Media

Who?

Community Rag, Weekly Local Paper, Regional Daily Paper, Local Commercial Radio Station, BBC Radio Station, Club Web-site(s), County Board Web Sites, CSP's Web Sites, County Cricket Club's Websites

Why?

To raise the profile of your event, to raise awareness of all business supporters, local community supporters, special guests, etc. To say thank you to all your partners. To raise the profile of your club, your club volunteers and all partners

To request support

What are they looking for?

Good news stories involving the local community!
Perfect for the media, perfect for your Club

Special Guests

Who?

County Cricket Club Players—through Cricket Development Manager/ECB

Former talented Club players

Local Sporting Celebrities

MP

Local Councillors

How can they help?

To raise the profile of your event in the media and local community

To attract support attendance from their partners and networks

To assist with projects/coaching

Etc., etc....

Local Authority

Which Departments?

Sports Development and Leisure

Building Services

Parks and Recreation

How can they help?

Free hire of equipment/ transport/skips

Labour/Skills

Landscaping

Publicity

Etc., etc...

We do 'it' anyway - why should we register? Well...if you want **more** business support, **more** club volunteers, increased income and membership **and, and, and** involve all 'key partners' - register now, read, download and distribute all the information in

www.ecb.co.uk/natwestcricketforce



Top Tips - Part 2



Ask for everything

Don't be shy about asking anyone for anything – the worst that can happen is that they say 'no' – 'If you don't ask you don't get!' **Always follow-up written communication with a telephone call or face to face communication.** Enthusiasm and passion go a long way and in the main, those you ask will want to be involved in something that is successful. Look at every advertising hoarding, listen to radio commercials, watch TV commercials – they can give you ideas for the types of businesses/ organisations that you can ask for support



Maximise the potential

Stretch everything and you will be amazed how your event will grow and start to take shape. Create the vision, take inspiration from those that have already walked the talk, read all the material on www.ecb.co.uk/natwestcricketforce and view the free to air film footage on www.ecb.co.uk/ecbtv - it is inspirational!



Enjoy your success....

As your projects progress and the support comes in – communicate with all – everyone loves good news... keep the event plan on your registration form updated – you never know who's watching – you never know what other support could come your way!



Saying 'thank you' – not just at the end, but from the first time you hear 'yes'

Also, think about sourcing 'thank you' gifts for those that are helping – the young and not so young. Perhaps ask your local airline for some free tickets, the local health spa for a day's use of their facilities for two people or a family, ask a local restaurant for a meal voucher, golf club for a round of golf in exchange for membership of the cricket club etc., etc., Volunteers – 'people' are the most vital resource – look after them and look after yourself! – make sure there's plenty of tea and food to keep all going.



A job for everyone,

Plan ahead and make sure that everyone has a job – don't waste volunteer time and labour. Be prepared for people unexpectedly turning up on the weekend – know how to manage them and who will be responsible for them. Don't lose them through not being prepared!!

A well planned event may mean your club members and members of the local community being involved in the club for the first time. Make sure that someone talks with them about their experience and asks them/encourages them to take an active part in the club in the future.

Use this event to recruit people into key volunteer roles at your club i.e. Club Fundraiser, Social Secretary, Under 13 team Manager, Junior Co-ordinator etc.,etc..