



1 **Start to plan and take action now...**

We strongly recommend that you don't leave it until the last minute, don't wait for it all to happen – you need to make it happen! The overriding message that clubs gave in their previous year's NatWest CricketForce evaluations was the awareness that you need to plan early, plan well and start the process as soon as possible. Clubs that planned early and planned well really did make a difference.

2 **Be proactive...**

Decide on your aims and objectives – read the Step-by-Step Guide and Case Studies from clubs that have been there done and worn the T-Shirt with pride!!! - think outside the boundary – every step of the way!! [www.ecb.co.uk/natwestcricketforce](http://www.ecb.co.uk/natwestcricketforce)

3 **Form a management team...**

...of 'diverse' members that will reach all those that you would like to be involved – this team will be the 'movers and shakers'...

With the skills to galvanise support from all club members – a team that will support each other, when the going gets tough! The team should be headed by someone with enthusiasm, commitment, has a good understanding of the potential and benefits and a real vision of what is possible. Rest assured, your club has the people who have all the skills required to make a difference – involve them, ask them to be a part of it....view information on the 'Big Picture/ 'Maximising the Potential and 'How to Manage Your Event' – all to be found on the web-site [www.ecb.co.uk/natwestcricketforce](http://www.ecb.co.uk/natwestcricketforce) .....

4 **Communicate**

Not only details of the projects, but the reasons for doing them and the anticipated legacy it will leave. Be very certain to communicate the difference that everyone's contribution can make to the club – view the Case Studies forwarded by other clubs and read about the legacy and the difference it has made to them.

Hold regular progress meetings...

5 **Skills Audit/People Inventory**

Find out where each of your club members work – they may have great contacts and may be able to get what the club needs or they may know someone else that does.

Ask what skills your members have and be sure to record this on a data base – use the table we have provided to complete your audit/inventory – [www.ecb.co.uk/natwestcricketforce](http://www.ecb.co.uk/natwestcricketforce)



6 **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

7 **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](http://www.ecb.co.uk/natwestcricketforce) and view the free to air film footage on [www.ecb.co.uk/ecbtv](http://www.ecb.co.uk/ecbtv) - it is inspirational!

8 **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!

9 **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.

10 **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..