
Communication checklist.

How a sports organisation can reach its members, participants, volunteers and everyone else, clearly and consistently.

Communication checklist.

Clear, consistent and concise communication with your members, participants, prospects, staff, volunteers and anyone else in your sports organisation is really, really important.

You can't talk individually, face-to-face with each of these people, but you can still communicate with them using any of the media outlined in this checklist. Take the time to learn and understand what works best in your situation and then implement consistently.

Importantly, you need to use a number of these media to communicate. People learn things in different ways and you need to cater to this natural human trait.

Using five methods to communicate is an absolute minimum. Ten to fifteen is better and will ensure you get the results you are seeking.

Marketing top seven.

These are the types of communication you should start with. Tick them off as you go.

- ☐ Website
- ☐ Newsletter
- ☐ Brochure
- ☐ Video
- ☐ Welcome pack
- ☐ Testimonials
- ☐ Signage

In no particular order, here are some other types of communication you could consider.

1

Printed

- Business cards
- Postcards
- Posters
- Flyers
- Billboards
- School newsletter
- Stickers
- Books
- "How to" guides
- Printed reports
- Checklists
- Game day programmes

2

Electronic

- Facebook
- LinkedIn
- Instagram
- X (Twitter)
- Online landing page
- Email
- SMS
- QR codes

3

Clothing

- Hats
- Caps
- Polo shirts
- Tracksuits
- T-shirts
- Socks
- Jackets
- Ties
- Business shirts
- Singlets
- Uniforms

4

Traditional media

- Radio
- Newspaper
- Television
- Local community newspaper
- Public relations
- Press releases
- Media conferences

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Seek to be a person of Value.

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