

20x20 - Club Charter information sheet

20x20 Pillars

Pillar 1 Increasing Media Coverage

Actively increasing visibility of our female teams/ athletes and club competitions at all levels by 20% by the end of 2020.

Pillar 2 Increasing Participation

Actively increase female participation at player, coach, referee, volunteer or administration level by an overall average of 20% by the end of 2020.

Pillar 3 Increasing Attendance at female sports events/games

Actively promoting and planning to increase attendance at female sports games and events by 20% by the end of 2020.

Ideas for 20x20 Member Club three actions:

Increasing visibility (media coverage):

- Are all members (and all sports where applicable) represented in our club news in the local newspaper, parish newsletters, noticeboards, posters, on our social media channels?
- Do we have live tweets and match/event updates at the women's and girl's events as well as the men's and boys' ones?
- If a male player is profiled (posters, noticeboards, social media, events/medal presentations, club correspondence, marketing assets etc.), is a female player also profiled?
- Do we publicise all club fixtures/ events/ matches (if possible together)?
- How can we create opportunities for double headers/ dual events in the club? Can the order of the games/competitions be looked at?
- (If applicable) can we have underage girls teams/ athletes playing at half time/ during breaks of adult fixtures (men and women) and vice versa?
- Can we have joint club events and fundraisers – taster/ open days for boys and girls?
- How will we publicly show that we're a 20x20 Club Member – Flag, Charter and 20x20 Three Actions visible in the club and online. Announcement on International Women's Day 2020?

Increasing participation:

- Do we have a girl's/women's team/membership - if not, can we?
- Can we run a participation-focused event to highlight what's available for local girls and women to encourage them to try the sport and be more active?
- Could a recruitment drive be linked in with schools in the area? Using the school club link locally, running events with local school/college or with another club?
- Can we discuss the current allocation of equipment/coaching/training facilities/pitch times?
- Is there a coaching opportunity for our club's female members/ players?
- Does the club have female coaches/ volunteers/referees – how can we increase this number?

Increasing attendance at female sports events/games:

- Do we encourage families, the whole community/ locality to go to club events irrelevant or whether it's women's events in the same way as the men's? Is the whole club behind all club matches/ events?
- Do we encourage all members to attend/ tune into female sporting events across all sports?
- Do we share details of events with the local school/ college/ local community?
- Can we encourage those at the sporting events/matches to share details on social media – comments, pictures, 'check in', Show Your Stripes?

20x20 - Charter for Clubs

20x20 is excited to offer your club the opportunity to champion the 20x20 movement in your community. We know that sports clubs are the heartbeat of many of our communities making sport happen in towns, villages and cities across the island of Ireland every day. Your club can have a real and lasting impact on women and girls in your community becoming more active and more involved in sport in any capacity.

Benefits:

- The club benefits from the public support and positive PR associated with supporting a drive towards gender equality in sport.
- As a 20x20 Club Member, you will receive a 20x20 Club Member Flag which can be displayed at your club house/ training facility/ events.
- The right to display 'Member of 20x20' logo on website, social media channels and communications.
- Strengthened public perception of the importance of women and girls in sport in your club and locality, along with its contribution in terms of the economy and generating social capital.

How to be a part of it:

Insert club name: _____ **commits to...**

- Meet in relation to the women's sports in the club.
- Appoint a dedicated 20x20 Champion(s), we recommend where possible having a female and a male 20x20 Champion in your club to drive your 20x20 activity. You may also consider establishing a group to look out for where you can activate on the club's Charter actions.
- Decide on which (one or more) of the three 20x20 pillars the club will focus on. Each 20x20 Member Club commits to a minimum of three actions to achieve the 20x20 pillars (see accompanying document for suggestions and ideas).
- Ensure your activity is sustainable and long term focused.
- Include the club's 20x20 Charter activity as an agenda item at all club meetings going forward.

Insert club name: _____ **three actions...**

1. _____

2. _____

3. _____

Signed on behalf of (insert club name) _____

***Preferred signatories:**

1. Club Chairperson/ senior elected club official/ member of the Executive or Board/Juvenile Chairperson
2. 20x20 Champion(s)

Signature and Title:

Date:

_____	_____
_____	_____

Signed on behalf of 20x20:

Date:

_____	_____
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Your Club details:

Club Name: _____

Club Sport: _____

Club Address:

Club website (if applicable): _____

Is your club on social media? If so, please provide your social media profile links/ names/ handles below:

Facebook: _____

Twitter: _____

Instagram: _____

Contact name for this Charter submission: _____

What is your role in the club (coach, board member, player/ participant, volunteer etc.)?

Phone: _____

Email address: _____

Once complete, you can scan and upload the signed Charter and email it to **clubs@20x20.ie**
Alternatively you can post the signed charter to:

20x20
20 Fitzwilliam Street Upper
Dublin 2
D02NA47