

## **Be PROUD for staying the best.**

**Thank you for completing your club's Annual Health Check. We're delighted you have chosen to continue to deliver the highest standard of football. The accreditation certifies that your club upholds values that appeal to players, coaches, officials and supporters**

**You're one of the best places to play and enjoy football. As an accredited club we've provided you with promotional assets to help show your community why you provide safe, fun and inclusive football for your volunteers, supporters and players. Please also find attached your digital certificate for you to share with other members of your committee and to be able to print out if you have a physical space for which to display it.**

**Download your digital asset pack here**  
<http://bit.ly/33yYCs0>

Your pack includes the following assets along with guidance on how to use these

- Social Media Assets
- Email Banners
- Charter Standard Logos
- Additional Images

See 'getting the message out there' for some tips on how to celebrate your commitment using these assets.

### **Meeting the needs of clubs now and in the future**

At The FA we have a clear purpose and that is to Unite the Game and Inspire the Nation. As a club you will create the environments that unite and inspire people week in week out. Our kitemark accreditation programme exists to support clubs like yours to positively improve peoples football experience by staying the best place for people to play and enjoy the game.

FA Charter Standard for clubs will have been in existence for 20 years in 2021 and we are at the point now where we are making some positive changes to the framework, that will help clubs such as yours to continue to sustain, grow, develop and thrive within your football community, supporting you in achieving your ambitions. To find out more and WHY club accreditation is changing, look out for contact from us from February 2020.

### **Equipment for 2019/20 season**

With the changes to FA Charter Standard we want to improve how we thank clubs like yours with the rewards you receive. For the start of the 2020/21 season we will review the footballs and equipment we distribute to clubs. More to come on this in the new year.

*We only do positive. 😊*



## FA Respect

The FA Respect campaign 'we only do positive' will help your club create the best possible safe, fun and inclusive environment so head to the FA.com to get access to resources including codes of conduct here <http://bit.ly/2HoIUbs>.

## Getting the message out there

We've supplied example Twitter and Facebook posts to get you started. We'd encourage you to continue to share the great work you do. Include local information to make content relevant to your club and the people who care most about it.

Your social media platforms are a powerful way for you to connect with your local community. Use them to promote the great work you do and the values you stand for as an FA Charter Standard club.

We've provided some example posts to help get you started

### Facebook post:



*[insert your club name] is proud of our @FA Charter Standard status. We're committed to delivering the best possible experience for players, referees, coaches and supporters making football safe and fun for everyone. Find out more visit <https://goo.gl/Xgbe55>@forall #charterstandard #proud*

### Twitter post:



*We are @FA Charter Standard club. We make football safe and fun #ForAll. Visit <https://goo.gl/Xgbe55> to find out more #charterstandard #proud*

**For best results link to activity and relevant pages on your own websites or social media pages. If you're going to use imagery remember to always use Safeguarding best practice.**

Join the conversation. Where character limit allows please use the following hash tags in all social posts

*#charterstandard #proud#ForAll @forall @FA*

Finally, I'd like to thank you for everything your club does in making football safe, fun and inclusive For All

*We only do positive. 😊*



**TheFA**  
**Charter**  
**Standard.**



**RESPECT**

**Tom Lee**  
**National Leagues & Clubs Operations Manager | The FA**

*We only do positive. 😊*

