

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 villages, towns 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.
- You will receive a 20x20 Member Club Charter to display in your club house/ training facility.
- 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 girls and 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 (see above 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.

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:

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

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.

Below are some suggestions and ideas for your club's three actions, but please feel free to create your own. These agreed actions should be realistic and also progressive in your club.

1. Increasing visibility (media coverage):

- All members (and all sports where applicable) will be represented in our club news in the local newspaper, newsletters, noticeboards, posters and on our social media channels.
- We will have live tweets and match/event updates at the women's and girl's events.
- We will profile both female and male athletes on posters, noticeboards, social media, events/medal presentations, club correspondence, and marketing assets etc.
- We will publicise all club fixtures/ events/ matches (if possible, together with boy's and men's events).
- We will create opportunities for double headers and dual events in the club. We will look at the order of these double headers so at times male events are followed by female events.
- (If applicable) We will have underage girls' teams/athletes participating at half time/during breaks of adult fixtures/ events (men's and women's).
- We will have joint club events, fundraisers or taster/ open days for girls and boys.
- We will publicly show that we are a 20x20 Member Club by ensuring the Flag, Charter and our 20x20 three actions are visible in the club and online.

2. Increasing participation:

- We will establish a girls or women's membership in our club.
- We will organise a participation-focused event to highlight what is available for local girls and women to encourage them to try the sport and be more active.
- We will run a recruitment drive with schools in the area using the club-school link running events with local school, college or with another club.
- We will put a schedule in place for allocation of equipment, coaching, training facilities and pitch times for all athletes and teams.
- We will create coaching opportunities for our club's female members and players.

3. Increasing attendance at female sports events/games:

- We will encourage families and the whole community to go to club events irrelevant of whether it is a women's event or a men's event.
- We will encourage all members to attend and tune into female sporting events across all sports.
- We will share details of events with the local school, college and within our community.
- We will encourage those at the sporting events or matches to share details on social media with comments, pictures, 'check in', and encourage them to #ShowYourStripes.