

# Promoting your Sands United team

This document is designed to help you on your way to promoting your Sands United team in your area. We know it can be hard to know where to start when considering how to make sure Dads and men who have experienced pregnancy and baby loss know about you and how they can become part of your community.

In this guidance you'll find our top 5 things to help you get started. And remember, our team are always here to help with advice and working with you on any resources you might need.

Email us at [sands.united@sands.org.uk](mailto:sands.united@sands.org.uk)

## Working with local media outlets

Many of our Sands United teams have been featured in their local media – newspapers, news websites, TV, radio and sports blogs – to showcase the difference they make for their team members and their families.

We really appreciate the massive effort teams put in to do this kind of work on top of running their Sands United team, and we want all teams to know that Sands is here to , support you with any media opportunities.

This could be:

- Wanting to promote your team, or an event in your local media
- Local media approaching you for comment, or to ask about your team

Please keep in touch about any media opportunities even if you're happy to handle these yourselves.

If we know you're talking to a journalist our Engagement and Communications team can make sure you have all the right information you need in case you're asked about more than your personal story or your team.

All you need to do is drop an email to [media@sands.org.uk](mailto:media@sands.org.uk) and we will get back to you as soon as possible.

We also get media opportunities that come into Sands, and we'll be in touch about these, usually via your Sands United team email. When this happens, we'll do our best to give all of you time to consider and respond as well.

Here are some examples of the brilliant media coverage of Sands United teams:

- BBC Hereford & Worcester: ['I set up a team to help dads deal with baby loss'](#) – Sands United FC Worcester
- BBC Derby: ['Father sets up football team to help bereaved dads'](#) – Sands United FC Derby
- Basingstoke Gazette: ['Sands United FC starting team in Basingstoke for bereaved parents'](#) – Sands United FC Basingstoke

## Posting on your own social media channels

We recommend you post regularly on your social media channels to create engagement from others and build a community online.

Engage with other Sands United teams and local clubs on social media and share Sands' and Sands United's posts to show that you are active and part of the charity.

You can find out more about how to utilise social media via our ['How to social media guide for Sands United teams'](#).

## Connecting with the Sands United community

There are a network of Sands United teams and Sands Groups across the U.K who have been where you are currently. They all come with their own experiences, tips and tricks to promote their activity.

*Why not get in touch with other Sands United teams and Sands Groups for some advice? You can find contact details in the links below or ask your key contact to make an introduction.*

You can view a map of teams across the UK [here](#).

You can find your nearest Sands Group [here](#).

You could also ask them for a shoutout on their page, a friendly match, or joint training session.

## Connecting with local clubs and organisations

As well as other Sands United teams and Sands Groups, there will be plenty of local clubs and organisations that will be more than happy to support you and your team.

Sands United teams often create friendly fixtures with local teams or charity groups. They also collaborate with other organisations such as leisure centres, football clubs, and emergency services.

Have a quick search on Google and social media to see what is happening near you and where possible get yourself involved. You could also use some of the resources below.

#### National Football Associations:

England: [The FA – Play Football](#) | Play Football searches for all football in your local area.

Wales: [Play Football - FAW](#) | Find all the clubs near you and which level of FAW accreditation they are currently at.

Scotland: [Scottish FA](#) Northern Ireland: [Irish Football Association](#)

#### Football club map:

[Visit this handy map](#) to see all local clubs, at every level, near you.

#### Football Foundation Pitch finder:

[Pitchfinder](#) | View local pitch provisions and contacts.

## Advertising

Some Sands United teams advertise their club within local papers, programmes, and magazines.

Physical advertising can be impactful when done right. Please get in touch with us if you want to explore advertising options or need resources to support this.

We can support you with things like design, budget, and managing the relationship with the advertisers. You can email us on [sands.united@sands.org.uk](mailto:sands.united@sands.org.uk)

## And remember, we're here to help you take your ideas forwards

Sands staff team are here to support you on your Sands United journey. If you need any support with promoting your team, please do get in touch. You can email us on, [sands.united@sands.org.uk](mailto:sands.united@sands.org.uk) and we will be more than happy to help.



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