FSR Roadmap

Commitment
1. Don’t embark on this journey alone!
2. Secure the buy-in of key decision-makers.
3. A meaningful FSR strategy should be part of your national association’s DNA.

Issue management
4. Understand exactly what your organisation stands for.
5. Pinpoint your national association’s social and environmental issues.
6. Rank the importance of each issue to aid stakeholder consultation.

Monitoring and evaluation
5. You cannot manage what you do not measure!
6. Develop KPIs: How do they measure your objective?
7. Spend at least 5% of your project budget on M&E techniques.

Reporting
8. Reporting allows you to demonstrate progress.
9. It shows accountability and transparency, and ensures learning.
10. Reporting gives you the opportunity to prove and improve your project.

Implementation
11. Identify your material issues.
12. Formulate SMART objectives: What are you trying to achieve?
13. Develop activities that help you reach your objectives.

Communication
14. An effective communication plan targets a segmented audience.
15. Amplify: How can you reach the highest % of your identified audience?
16. Aim to provoke a response by communicating emotional content.

Stakeholder consultation
17. Decide who your key stakeholders are.
18. Find the most effective way to engage with them.
19. Understand your stakeholders’ priority issues.
Football and Social Responsibility Roadmap

At this point, and thanks to your stakeholder consultation, you now have an overview of the key issues and stakeholders involved in your project. The more you understand about your stakeholders, the easier it will be to engage them and build relationships. As you move forward, you need to make sure you keep this information to hand and check back regularly to make sure you are still on track.

Monitoring and evaluation

As you move forward, you need to regularly check your progress against your objectives and measure the impact you are having.

Well done, you have made excellent progress! At this stage, your project is well underway and on track towards achieving your objectives. You may want to consider some of the next steps that you can take to monitor and evaluate your progress.

Tip: Before you get going, give this one last thought: are these really the best activities to reach your objectives? It’s important to be sure, so you make the best use of your resources.

Reporting

You have worked hard, and it is now time to tell the world about your achievements. Reporting is an opportunity for you to demonstrate your progress and the impact of your project. A well-told story can really engage your audience and give you the chance to reflect on what works and what doesn’t work.

Content

The reports from step 6 can be one form of content. There are many other forms:

• Social media posts, blogs, posts, presentations, brochures, interviews, photos, videos and questionnaires

Channels

The social media platforms, websites, events, conferences, television, email, blogs, websites, magazine articles, books, podcasts and social media campaigns allow you to communicate your content.

Stakeholder consultation

Engage with stakeholders

The next step is to make sure that you have consulted the full range of stakeholders. This will ensure that you are meeting the needs of all stakeholders and that your project is on track.

Tip: Explain your strategy development process to your stakeholders and commit to reporting back to them on your progress.

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Stakeholder consultation

Stakeholders are groups of people that affect, or can be affected by, the work of your national association.

Alongside internal stakeholders, possible external stakeholders include: government ministers, local government associations, clubs, regional football associations, NGOs (with expertise in specific issues), media, public and fans.

Prioritise stakeholders

It is not necessary, and not really practical, to consult absolutely all your stakeholders. Instead, it will be enough to consult a group of key stakeholders.

How? Your prioritise your stakeholders by deciding how much influence (fame and interest) each stakeholder has in the national association. Focus on the ones in the top right-hand corner.

Communication

Social responsibility stories often feature high levels of environmental, social, and human impact in the face of challenges and adversity. Some of your colleagues can only dream of having such rich and engaging territories to communicate about.

So, make the most of it! People engage with emotional content highlighting the stories of the individuals and groups who are making a difference, using quotes, video testimonials, interviews and other types of storytelling. Aim to provide in-depth, impactful narrative about your progress, for instance stories, cases, good practices or workshops.