



**TOPSoccer**  
**FLORIDA**

# TIPS for TOPS

Advertising a TOPSoccer program (The Outreach Program for Soccer) and getting volunteers to help with it requires a combination of effective communication, outreach, and engagement strategies. Here are some tips to help you promote the program in the community and attract volunteers:

## 1. Leverage Social Media

- **Create Shareable Content:** Post photos, videos, and stories of participants enjoying soccer, emphasizing the positive impact of the program on children with disabilities. Make it personal to create an emotional connection.
- **Use Hashtags:** Use relevant hashtags like #TOPSoccer, #YouthSoccer, #InclusiveSports, and others specific to your community to reach a broader audience.
- **Facebook Groups and Events:** Post in local community groups and create events on Facebook to invite parents, players, and volunteers to participate or learn more about the program.

## 2. Collaborate with Local Organizations

- **Your club:** Work with your club to recruit volunteers.
- **Local club:** Work with other clubs in your area to recruit volunteers.
- **Schools:** Partner with local schools, especially special education departments, to spread awareness. Consider holding an information session or sending out flyers through school newsletters.
- **Community Centers:** Work with local community centers, libraries, and recreational facilities to distribute flyers, posters, and brochures. Offer to host information sessions at these centers.
- **Nonprofits and Advocacy Groups:** Reach out to organizations that support children with disabilities and ask them to share information about TOPSoccer with their network.

## 3. Create a Compelling Volunteer Recruitment Campaign

- **Highlight Impact:** When recruiting volunteers, emphasize the personal satisfaction and positive impact of working with children with disabilities. Share testimonials from past volunteers who can speak about their experiences and the difference they made.
- **Provide Training:** Make it clear that no experience with disabilities or soccer is required. Bring in comprehensive training to make volunteers feel confident in their roles.

#### 4. Utilize Local Media

- **Press Releases:** Send press releases to local newspapers, radio stations, and TV channels to highlight the importance of the program and your need for volunteers. Offer to provide interviews with participants, coaches, or community leaders to give your program visibility.
- **Community Bulletins:** Post about the program on local community bulletin boards (both online and physical), including in places like coffee shops, grocery stores, and libraries.

#### 5. Partner with Local Businesses

- **Sponsorships:** Reach out to local businesses for sponsorships or donations. This can help you fund the program and offer incentives for volunteers, such as T-shirts, meals, or discounted services.
- **Cross-Promote:** Ask businesses to display flyers or host community events that promote TOPSoccer, or allow you to use their spaces for recruiting volunteers and spreading awareness.

#### 6. Make the Program Accessible

- **Online Sign-ups:** Simplify the registration and volunteer sign-up process with easy-to-use online forms and sign-up platforms.
- **Inclusive Environment:** Ensure the program is welcoming to all volunteers and participants, highlighting the sense of community and the value of diversity in your messaging.

#### 7. Tap Into Local Sports Networks

- **Engage Local Soccer Clubs:** Many local soccer teams and leagues may have players and coaches interested in giving back to the community. Contact them to share opportunities for volunteering with TOPSoccer.

- **Youth Organizations:** Reach out to youth groups, Boy Scouts, Girl Scouts, and other local volunteer organizations that can benefit from the experience and help with recruitment.

## **8. Create a Sense of Belonging**

- **Communicate the Mission:** Clearly communicate the mission of TOPSoccer, which is to make soccer accessible to children with disabilities and provide them with a positive, inclusive experience. The more potential volunteers and participants understand the purpose, the more likely they are to get involved.
- **Promote the Fun:** Share the fun and excitement of the program, highlighting the social aspects and personal growth that volunteers and participants experience.

By using these tips and fostering a spirit of community and inclusivity, you can increase awareness of the TOPSoccer program and attract both participants and volunteers eager to make a difference.