



Effective Communication

What is Effective Communication?

Effective Communication is an essential element of a successful club. It streamlines club communication to members in a fast and effective manner. It can also promote positive engagement and motivate committee members, club members and volunteers.

Considerations for Effective Communication

Effective communication is clear, concise and leaves the recipient well informed to act accordingly. If there is any misinterpretation or a delay in transmitting relevant information, it can reflect negatively on the club.

Example - Club AGM must be run in accordance with the Club Constitution. Members must be given at least 21 days' notice with the date, time, and venue. Poor communication can affect attendee numbers and may lead to postponement if the quorum is not reached.

Questions to ask

- Why are you communicating?
- Who are you communicating with and what they need to know?
- What do you want to say?
- How best to deliver the message efficiently?

What are the benefits of Effective Communication?

- It helps keep members informed of important upcoming events
- Reduces the chance of miscommunication
- Allows members to interact with the club and build up a rapport
- Clubs with personal engagement retain more members
- Meetings are more productive as members are better informed and prepared
- Club members are continuously updated about the clubs short and long-term goals

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Barriers to Effective Communication

- Lack of clarity or understanding in the message being communicated
- Wrong platform used. Club members may use different social media platforms to communicate
- Failure to engage the audience. Messages can become formulaic and neglect engagement
- Know your audience. It is important that communication is aimed at all club members, new and old

When Communication breaks down

- Communication breaks down when the recipient is ill informed or confused by the message. Club members can become disengaged due to lack of appropriate communication from the club.
- An easy way to find out what members want is to ask. Surveys, polls, or face to face meetings can help to get a snapshot of where the club is at and what engagement techniques would benefit members. Exit surveys are also a great way to find out where the club can develop by asking members where you can improve. It is important to pay attention to negative as well as positive comments.

Design and implement a Communications Strategy

- Set up automated response on emails to inform sender when they can expect a reply and respond within that time frame (48 hours recommended)
- How do you communicate with members?
- What is the time frame you have set for responding to queries?
- Set up and use club email addresses
- Agree frequency of communication to club members to ensure essential messages are delivered and read

Social Media

- Clubs with an engaging social media presence are more likely to not only retain but also attract new members
- Many free apps to use and a great way of promoting and engaging with club members
- Once moderated adequately it can be a quick way for members to learn relevant club news
- With younger demographics it is the primary method of communication
- Having a dedicated member updating social media helps keep pages fresh and creative
- Pages must be moderated to ensure no derogatory comments are posted or bullying occurs

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Committee Meetings

- Hold committee meetings every 4-6 weeks. Setting a regular day or date works well, i.e. 2nd Tuesday of every month
- Set Agenda and circulate at least 5 days in advance
- Request reports from Head Coach, Treasurer, CCO etc. in advance of meeting and circulate to committee members
- Keep accurate minutes and agree actions and appoint person accountable
- Agree Points of Note at committee meetings and issue to club members
- Club secretary to follow up to check on progress of action points

Points of Note - These are the essential decisions and actions taken during a meeting which highlight who will undertake certain tasks and in what time frame.

Parent Education

Parent Education is essential to future proof your club. It helps to enlighten parents about specific club roles and encourage volunteerism which is essential for sustainability. As parents gain knowledge and confidence, they are more likely to be open to joining the committee.

- Host an information evening at the start of the season for new club members to explain the basics of how the club works, and expectations of club members.
- Organise additional information evenings as required to provide information on competitions, away trips, nutrition, role of parent
- Provide additional training opportunities or inform of relevant courses to parents interested in volunteering with the club.

How improving communication can help your club

- Can help to attract new members and volunteers
- Help to boost morale among members as they feel more valued
- To help source funding and sponsorship
- Will help to streamline essential information that members receive
- Helps to convey the club ethos and values