



CHARLTON ATHLETIC SUPPORTERS GROUP GUIDE

HOW TO SET UP A FAN GROUP

WELCOME

from Thomas Sandgaard

Firstly, it is so great that you are looking to become an affiliated supporters club. I cannot tell you how much your support means to everyone involved with Charlton Athletic.

It is so important that Charlton fans across the globe are given the opportunity to support this fantastic club. In my time so far owning this great club, I have seen so many fans worldwide sharing their love for Charlton Athletic. We want to ensure that you have the support available to continue to grow your group in your region, sharing your love for Charlton with your friends and family and encouraging them to join the Charlton family.

One of the many reasons the club is so great, is because of the fans, and we want to strengthen our relationship with our International supporters. This is a fantastic opportunity to continue to grow and strengthen these relationships, whilst also supporting the development of new groups across the globe.

On behalf of all the players and staff at Charlton Athletic, I would like to thank you for your support, and welcome you to our family. I look forward to seeing all the great things your group does and welcoming you to The Valley in the near future.



BE PART OF THE CHARLTON FAMILY

As a fan of the club, we still want to make sure you feel included in the Charlton Athletic family. What better way to do this than by getting together with likeminded individuals to share your love of Charlton!

Charlton Athletic takes pride in the depth of it's fanbase, and so we want to ensure that there is support available for fans all over the world. Football brings people together, and this is the perfect opportunity to reach out to those around you who may share your love for Charlton Athletic.

We understand that in the current climate, it can be difficult staying connected to those around you. By being part of an Official Fan Group, it can add an additional dimension to your social circle. An opportunity for fans to stay in touch with friends, whilst keeping up to date with your favourite team. Post-COVID, we hope that fans will be able to meet up in person to stream or attend our games together.

We value every individual who make up the Charlton family, and we are excited that this is a great opportunity to share your love of the club within your region and expand the Charlton family even further.



HOW TO START UP OR GET IN TOUCH

If you are already part of a group of Addicks who live abroad or in the UK, but want to be more formally recognised, the first thing you will need to do is think of a name. Ideally, this will be based around your geographical location so you're able to attract other Addicks who you might not know that live in the local area. Try to avoid being too generic (such as using country names) and look to use City/Town names, as there is a chance there will be groups of fans all across the country you live.

It's always great to hang-out with like-minded Addicks, after all, we are the best fans in the world! By setting up social media pages, you'll be able to target a wider potential audience to come to your meet-ups / watch games together. We would suggest as an absolute minimum that you set up a Facebook account to get started, as this will be the easiest way to attract new members. It doesn't also have to be current Addicks fans that can join! You should look to invite friends of friends/other locals who may not support a football team and get them hooked on Charlton Athletic.

Once you have set up your social media channels, get in contact with the club and we will do our bit by promoting it across our website. We will take the links to your pages and include them on our International Fan Group or UK Group section, which will allow any visitors to the website the opportunity to view your page. You should also send some contact details of someone affiliated with the group, so that potential new members can have direct contact.

As soon as you can after setting up, you should look to hold regular meet-ups. These can be to watch games together, to discuss new signings or just simply to have a catch-up with one another. We'd love to see pictures of what you get up to, and we will even pick some to publish on our website.



SOCIAL MEDIA TOP TIPS

Social media can play a huge role towards bringing together Charlton supporters in your part of the world. Although you may be many miles away from south London, a fellow Addick may be just around the corner and social media can help you discover that. Facebook and Twitter are two particular platforms which can help raise awareness and membership of your supporters' group and allows you to reach out and find others who can join your clan of Addicks in your corner of the globe.

TOP TIPS

Design a good logo to give your group an identity and a fresh look and feel across your social media channels.

Set up a Twitter profile– this can be a central hub to both recruit new members and communicate with current members. Also, a Facebook group – this is a perfect tool to communicate with members and draw new recruits as well as organise local events.

Use visuals where possible – share Charlton related photos on your account to catch users attention on their feed. Share photos of your own meet ups and events, too.

Update accounts regularly so the group feels fresh!

Use #cafc hashtag on Twitter to ensure you can reach all Charlton supporters and don't be afraid to ask official channels if they can help retweet and share posts – we're happy to help!

Make the most of online message boards, particularly 'CharltonLife.com'. This is another powerful tool to engage with fellow supporters and to find and recruit new members.



BEING AN ACTIVE GROUP

To be an active member and attract active members, **you need to be known as a welcoming community**, creating a post for greeting newcomers and asking them to introduce themselves could help. **The more time you spend with newcomers when they join, the more likely they will become regular members.**

Take part in conversation, make sure you are commenting, liking, and sharing other Addicks' posts to maintain active communication and conversation about your team!

Share any knowledge or information with your fan group. A good community is a place where people are unafraid to ask questions and seek help.

Be a positive support for Charlton Athletic. **Keeping your community positive and excited** is proven to increase engagement and get you noticed.



HOW TO STREAM

International supporters can watch Charlton games on the new, improved Charlton TV.

Presented by a former professional, Charlton TV provides live coverage of every Charlton game we are allowed to show in your region, with near-broadcast levels of production

Each matchday show include in-depth pre-game, half-time and full-time analysis, with single-camera coverage of away games and multi-camera, high-definition coverage of the club's home games

International supporters can purchase a year-long pass at a price of £195 or match pass which costs £10

UK fans are able to purchase streams for £10 on a match-by-match basis when the club can offer this (Games may not be available if broadcast live on UK television).

To get your pass today and follow the Addicks wherever you are in the world, please visit www.cafc.co.uk/valley-pass



ORGANISING EVENTS

Watching the game with friends is not be confined to The Valley. Wherever you are supporting from, you can support the Addicks, and cheer on the team with your friends.

When arranging in-person events, it is crucial that members are given enough notice to arrange attending your event. Events with the focal point around fixtures can be arranged well in advance and be communicated to your members. Remember to share any updates such as fixture rearrangements or kick-off times changing with your group.

It is also advised that you encourage members to accept or decline the invitation for each event, which will allow you to plan accordingly for the number of expected attendees.

Events don't just need to be around fixtures though, we encourage you and your members to arrange regular meet ups, even if it is to discuss new signings, or predictions for the remainder of the season. Your love for Charlton can be celebrated all year round!



VISTING THE VALLEY

GROUP BOOKINGS

The club offer discounted rates for fans attending in large groups, meaning that it is beneficial to you and your members to visit in a group and book your tickets together. A member of our ticket office team will be able to support you throughout the booking process, tailoring it to the needs of your group to ensure you get the best experience from your visit.

To book group tickets for an upcoming fixture at The Valley, please email tickets@cafc.co.uk with 'Group Booking' as the subject.

STADIUM TOURS

A tour of The Valley offers you and your group to go behind the scenes at one of London's most historic stadiums, providing you with unprecedented access to the home of Charlton Athletic.

Stadium Tours can be arranged around the needs of your group for their visit. We are able to offer a unique tour of The Valley, tailored to your group's needs. The tour will give you access to the home and away dressing rooms and the tunnel, as well as going pitchside in our state-of-the-art 27,111 seater stadium.

A perfect combination of experiences during your trip to London, absorb the atmosphere of the Covered End on a match day, whilst also immersing yourself in the tranquility of an empty stadium.

To book a stadium tour to complement your visit, please email fanexperience@cafc.co.uk



BENEFITS OF BEING AFFILIATED

- An official certificate from Charlton Athletic confirming your affiliation
 - An assigned contact at the club to provide assistance and support throughout the season
- The club will occasionally promote the fan group to fans in their area through the club database and share fan group content on its social channels to help promote your group
- Access through your group's contact to home league tickets for group bookings of 20 or more people at a discounted rate
- The chance to feature within the programme for matches throughout the season
 - A dedicated section on the club's official website promoting your group
 - A personalised video message from the club to your fan group
- Guided visit to the Charlton Athletic Museum and a complimentary mini stadium tour during your visit – International only
- Discount for Annual Charlton TV subscriptions when purchasing multiple passes (20+) – International only
 - International and UK Supporters Club of the Year award



CRITERIA TO BE AN AFFILIATE GROUP

- The fan group must have at least 3 to 5 active members and provide contact details for at least two of the members for communication purposes.
- The fan group must have a nominated spokesperson who will be with main point of contact for liaising with the club.
- Have at least one official account a social media platform or on any other digital media channel (e.g. Twitter, Facebook, website)
- Keep in touch with your group members and share club news and communications where appropriate.
- Host at least three meet ups/virtual meetings during the season open to all Charlton Athletic fans in your area.
- Regularly provide the club with photos/content from those meet ups so the club can support you with growing your group.
- Not to be profit making.
- Make your group aware of the ability to live stream matches and the process for this.
- Refrain from doing anything that may be deemed damaging to Charlton Athletic Football Club.
- Actively promote and seek new members for your fan group throughout the season.



HOW TO AFFILIATE WITH CHARLTON AND NEXT STEPS

- To become affiliated with the club, each fan group must first ensure that all criteria have been met
 - The nominated lead for the group must then apply for affiliation via the club website
- Once the form has been submitted, the group will be contacted by a member of staff at the club to confirm affiliation and provide additional information necessary. There will also be the opportunity to set up a call to discuss any specific support that you may require and alter any support to fit the needs of each individual group
- The next steps include continuing to build a strong online presence and sharing any successes with the club. It is important that your profile on the club website is up-to-date with contact information and photos, so that potential fans wishing to join the group have the tools necessary to do so

