

International Floorball Federation

IFF



LOBBYING MANUAL FOR NATIONAL ASSOCIATIONS

PURPOSE

This manual has been created to assist National Associations (NA's) develop their own Lobbying Plan. Lobbying is a critical action required by all NA's to carry out, this lobbying has a number of direct and indirect benefits including

- Access to funding
- Improve the profile of floorball in the countries sporting environment
- Improve relationships with other organisations both political and sporting in the country
- Improve potential for exposure to media and sponsors

This Lobbying Manual provides a number of potential and suggested actions for each NA to consider and adapt to their own situation and hopefully creates new ideas for NA's to follow up

MEDIA

Establishing relationships with local, national and international media outlets is a very important action to take. Suggested actions include;

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- Connect with TV including local community TV.
 - Create relationships with local TV stations to take WFC broadcasts. Develop a package on how to approach and sell the idea.
 - Viewer No's both in your country and overseas. Statistics of viewers on You Tube etc can be obtained from the IFF office
 - Contact other countries who have TV broadcasts
 - Social Media competitions and plans on how to increase no's, this might involve
 - Approach Local media on local stories to hero local players who might be playing for their country or volunteers doing great things. Be persistent dont give up after one story might be knocked back, keep going to them with new stories.
 - Invite local media to local events and National Media to National events
 - Use local media personalities to compare local games/events/award nights/fundraising to get them to know the sport
 - Continuous media releases
 - Participate in talk back radio

AMBASSADORS

Helping to establish and promote your sport through the use of ambassadors who can open doors and attract attention is important. The Ambassadors can be purely voluntary or paid

- Use famous sports people at events/activities such as demonstrations, charity events, cross sport promotion events

- Target influential people as ambassadors or to attend events etc
- Invite Ambassadors
- Use famous people/teams to promote events, activities etc
- Nominate volunteers in local award opportunities

COOPERATION

Establishing close co-operation with other sports can provide significant benefits long term with credibility and being able to access persons/bodies for political lobbying. Co-operation options include

- Connect floorball with other sports in your country
- Approach multi clubs to have Floorball included and look at cross marketing
- Working with similar sports for grants, use of resources and marketing
- Cooperation with other Federations for use of resources, marketing, grants etc
- Lobbying to other sports to have them become aware of Floorball so when the sport is raised at NSO and similar other sports will know of Floorball



EVENTS

Get your sport into the faces of the general public and influential people in sport and political positions by getting involved with events

- Present sport to local authorities, be involved in local events, festivals etc
- Involve floorball in levels other than “professional” such as schools, universities, local government events etc
- Get involved in other events such as Special Olympics even as volunteers
- Participate or hold Charity events

- Hold clinics, mini games etc at Intermission at sports, community and arts major events
- Showcase sport in public places such as public squares, beaches, shopping centres etc

CONTACTS

Create, establish and strengthen relationships at the political and sporting levels including

- Contact and establish good relationships with NOC
- Actively contacting Organisations, NOC, NSO
- Meet with other NSO's
- Attend Annual Meetings

COMMITTEES/BOARDS

Get on Committees/Boards to strengthen political works

To join any of the NOC's or NSO's you will need to make appointments to meet people, get on mailing lists and other media avenues. This is to make you visible in the sports arena.

Look at how you can carry out the following including talking to other sports you have relationships with

- Join NOC working groups, committees
- Join NSO's information groups, networking groups
- Join sports associations, working groups, lobbying groups and similar