

RECRUIT YOUNG PLAYERS FOR ADULT FOOTBALL



Adult 11v11 Teams play an important role in assisting young players in their transition from youth to adult football. This guide gives some pointers on providing an attractive offer to young players

1

Start Early

Talk to the junior league, your clubs U16/U17 team or another local junior team. Try and make it personal and "sell" your club to the younger players. A friendly and encouraging approach is likely to be more well received.

5

Reassure them they don't need experience of adult football

The move to adult 11v11 football can be daunting for young players. Don't expect young players to all be at the same level immediately, encourage them and ease them into it if necessary.

2

Offer intro & open sessions

Organise a end of season or pre season open session and invite new players to attend. They can find out more about the team and be introduced to existing players. You need to inspire people to get involved.

6

Keep it Cheap

Bear in mind that U18 players may not have the same finances available as some older players. Take this into consideration when setting fees and subs and consider charging U18s cheaper subs for example.

3

Create a link with youth clubs/schools

If your adult club does not have a junior section, try to forge a relationship with a local junior club or school. This can provide a pathway and smooth transition into your club.

7

Ensure the environment is inclusive

Breaking into existing friendship groups within a team can be a barrier to new players. Encourage existing players to welcome new players. Team building activities and social events outside football can help players feel included.

4

Target Teams not individuals

Football is more enjoyable when you are playing with your mates. Rather than approaching individual players, try and bring through teams and groups of players into open age football. Having fun and socialising is key to continuing with football.

8

Use Social Media

Promote your adult team and training sessions online. Use your teams facebook and twitter pages to advertise sessions and attract new players. The HFA newsletter and website are also a great way of reaching potential players.

Contact us for more help and advice on recruiting and retaining players:

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