

Join THE BIGGEST FOOTBALL TEAM IN THE WORLD!

Are you, your club, league or organisation #MoreThanFootball? Join the biggest football team in the world. Create extra visibility for your programmes and start a free fundraising campaign for your foundation on the #Morethanfootball fundraising platform!

www.morethanfootball.eu

Promote your Community and Social Responsibility programmes during the #Morethanfootball Action Weeks. Share photos and videos, raise money for your social projects, join our football solidarity chain and organise (online) activities for beneficiaries and fans.

Join the movement:

- Promote your community programmes
- Highlight your COVID-19 response
- Launch your #Morethanfootball fundraiser
- Communicate your impact
- Work together with more than 100 European football clubs, leagues and FAs
- Participate in the More than Football Award
- Become an ambassador for the social power of football

SIGN UP
NOW



SCAN ME

ONE TEAM. ONE GOAL.
TOGETHER
We are
#Morethanfootball



#More
than
football

#Morethanfootball Action Weeks 2021 22.03. – 18.04.2021

Food distributions, phone calls and visits to socially isolated fans, online sport classes, fundraisers for hospitals and schools - football organisations have continued to demonstrate that they are #Morethanfootball throughout the last months. We are united in the goal to use the power of football for social development and positive change. The amazing work of European football organisations deserves to be seen and supported!

The #Morethanfootball Action Weeks are a campaign for the European football community to showcase the impact of their social initiatives. In 2020, 108 clubs, leagues and FAs participated, reaching more than 40 million people worldwide throughout the campaign.

Free #Morethanfootball Fundraiser

Join the biggest football for good fundraiser of the year and raise funds for your foundation or selected community programme. The only thing that you need to do is select a dedicated match, organise the match worn shirts and other unique items for the auction, and EFDN and MatchWornShirt will do the rest.

Our services include a free auction page, original club branded promotional materials, and a global social media advertising campaign. We also provide a signing kit and DHL Express pickup of all items at a location of your choice, handle all packaging and payments, and it is all COVID-19 secure. Register for the campaign and launch your #Morethanfootball fundraiser!



#Morethanfootball Resources

A Multimedia Kit, #Morethanfootball visuals and the campaign toolkit can be downloaded for free on the #Morethanfootball website. The Multimedia Kit includes the wordmark, label and website banner graphics in various formats. Use the editor on our website to create branded #Morethanfootball visuals for your matchdays and social media fast and easily. Share them on your channels with #Morethanfootball right away.



#Morethanfootball Activities

You can showcase your CSR work during the #Morethanfootball Action Weeks in any way you wish. Community programmes and social initiatives can be promoted, for example, via social media posts and during project activities or home matches. Promote your #Morethanfootball fundraiser to raise funds for your community work. You can find some more inspiration and ideas below.

Show your fans, sponsors and partners your commitment by:

- Publishing photos and videos from projects and players
- Displaying the #Morethanfootball design on LED walls in the stadium
- Participating in the #Morethanfootball human solidarity chain
- Donating equipment to hospitals or schools
- Calling people at risk of isolation
- #Morethanfootball fan competitions



More than Football Award 2021

The goal of the More than Football Award is to honour the best social initiatives in Europe delivered by a European club, league or FA. The winner receives not only recognition for having implemented the most innovative and impactful programme but also wins a **complete branded Mini-Pitch System** sponsored by Musco Lighting. Register for the award, promote your project, get the chance to present at the 16th EFDN Conference, and win the prestigious More than Football Award!

An initiative of:



Supported by:



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