

European Football for



Development Network



#More than football

#MoreThanFootball Action Weeks
18.03. - 24.04.2024

TOGETHER WE ARE #Morethanfootball

WWW.EFDN.ORG



Join
**THE BIGGEST
FOOTBALL CAMPAIGN
IN THE WORLD!**

Unveil European football's biggest secret – you!

In today's media-led world football has become accessible 24/7 – we can watch live games from across the world, catch up on news from our favourite teams, and celebrate on-field success new and old as often as we wish. Despite this visibility of the beautiful game, light is rarely shone on the incredible social responsibility projects run by football organisations – activities that impact and improve millions of lives every year.

The European Football for Development Network invites you to join us and hundreds of other clubs, leagues, FA's and sports organisations, taking part in the #MoreThanFootball Action Weeks, giving ESG/FSR the centre stage to share your stories about the impact you are having in your communities. By coming together and sharing stories using the hashtag #MoreThanFootball we can amplify our messages, giving greater visibility for your projects.

The #MoreThanFootball Action Weeks is a global campaign which encourages football organisations, from grassroots clubs to Champions League participants, leagues and FA's all over the world to share the great work they do off the pitch.

SHOW THE WORLD THAT YOU ARE #MORETHANFOOTBALL!

#MoreThanFootball
Action Weeks
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HOW TO PARTICIPATE?

It couldn't be simpler –

- 1) Pick which activities you want to promote
- 2) Check in the campaign schedule which Action Day we're celebrating the topic
- 3) Post to your story to your social media accounts using the #MoreThanFootball!

You can continue the celebrations and further show you are #MoreThanFootball by:

- Adding the MoreThanFootball 2024 Wordmark to your picture.
- Download further visuals from the #MoreThanFootball website for social media and event dressing.
- Include #MoreThanFootball in a matchday – tell your story in the programme, create #MoreThanFootball giveaways and warm-up/mascot t-shirts, LED-screens, and invite key stakeholders and project supporters to the game, capture great content with the logo to share even more stories.
- Organising activities for project participants and fans, maybe a tournament or community open day.
- Connect with your project partners and clubs in your local community and encourage them to share their stories too.
- Registering for the 2024 More than Football Award
- Use MatchWornShirt to raise money for your Foundation.

SHOW YOUR IMPACT!



Don't just tell people how great you are, prove it, this year we want to add to your stories by showing everyone just how many lives you are impacting each year.

- **SEND EFDN** the following and we will transform it into special club-branded graphics that you can add to your #MoreThanFootball campaign:
- The number of social programmes you run
- How many participants in total are part of these projects
- How many contact hours you deliver
- And two testimonials from participants in which they describe the impact your programme had on their lives. (max. 100 words)

SHOW YOUR IMPACT!

YOUR PROGRAMMES



SOCIAL IMPACT STATISTICS



MATCHDAY ACTIVITIES



ONLINE ACTIVITIES



- Using the #MoreThanFootball visuals on social media
- Publishing photos of your social responsible activities with #MoreThanFootball



Campaign Schedule

All participating organisations are invited to link their Action Weeks activities to the #MoreThanFootball campaign schedule. The campaign includes various Action Days to highlight relevant topics in football for development. Pick one or more Action Days to put the spotlight on the diversity of your community work and promote your related programme on this special dedicated day. Share a picture of the activity on your socials including the club branded #MoreThanFootball wordmark and #MoreThanFootball in the message.

18.03.2024	Launch of the #MoreThanFootball Action Weeks
21.03.2024	International Day for the Elimination of Racial Discrimination
29.03.2024	Action Day – Refugees and Social Inclusion
06.04.2024	International Day of Sport for Development and Peace
07.04.2024	World Health Day
11.04.2024	Action Day – Gender Equality
16.04.2024	Action Day – Accessibility
22.04.2024	Action Day – Earth Day – Sustainability & Climate Change
23.04.2024	Action Day – Football & Education

#MoreThanFootball Action Weeks SIGN UP NOW



#MORETHANFOOTBALL RESOURCES

#MoreThanFootball visuals can be downloaded for free on the [Morethanfootball.eu](https://morethanfootball.eu) website. Use the Multimedia Kit to create your own club branded visuals in various formats for your matchdays and social media posts in a few steps. Share them on your channels by using #MoreThanFootball.





M A T C H
W O R N
S H I R T

MatchWornShirt will once again be the **official digital fundraising partner** of the #MoreThanFootball Campaign in 2024. MatchWornShirt is an expert in hosting shirt auctions for football clubs and foundations all over the world. Having raised over €15 million for charities so far together with 300+ partner clubs, a database of 110,000+ shirt collectors and an individual shirt record at €55,019, MatchWornShirt knows how to maximise fundraising potential.

MatchWornShirt **provides and facilitates the entire auctioning process. All participating clubs do not have to pay any setup fee** and benefit from the full service including a free dedicated auction page, shirt collection, payment handling and promotional material. You only need to select one or more dedicated matches, collect the shirts of the full matchday squad (worn & issued) and have them signed. MatchWornShirt takes all work off your plate so you can focus on what really matters. For more info contact hugo@matchwornshirt.com





More than Football Award 2024

Which EFDN member will succeed last year's winners Fundacja Legii of Legia Warsaw and win the More than Football Award in 2024?

The More Than Football Award honours the best social initiatives run by a club, league or FA in the EFDN network. Fellow Network members vote at the annual November EFDN Conference, with the winners announced during the Gala Dinner. Winners do not just receive the accolades of their peers and a very nice trophy, you also win a complete Mini-Pitch System sponsored by Musco Lighting. These pitches can be built in a location of your choosing, allowing you to have even more impact and deliver MoreThanFootball to your communities. Register for the award, promote your project and win the prestigious More than Football Award!



More than Football Award Schedule

18.03.2024	Start of the application period (EFDN members only)
03.05.2024	Deadline for the More than Football Award application
24.06.2024	Announcement Long list More than Football Award
16.09.2024	Announcement 4 shortlisted organisations
12.11.2024	More than Football Award Ceremony during 22 nd EFDN Conference



An initiative of:



BULGARIAN FOOTBALL UNION



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EFL TRUST



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IRISH FA



LIECHTENSTEINER FV



LIGUE DE FOOTBALL PROFESSIONNEL



PREMIER LEAGUE



PRO LEAGUE



SEF



SPFL TRUST



Any questions or in need of further information?

Please contact us by phone or email:



+31 76 369 05 61

s.slaats@efdn.org

eumorethanagame

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Co-funded by the Erasmus+ Programme of the European Union

More than Football Award partner:



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www.morethanfootball.eu