



**#HER**  
**GAME**  
**TOO**

Her Game Too  
**Strategy for 2022-23**



# Introduction

Our findings from our first survey conducted in 2021 indicated that; A staggering **92.3% of supporters said they have seen sexist abuse online** targeted towards a woman in football. 62.8% said they have experienced sexist abuse online because of football and **58% said they have experienced sexist abuse in person at a football game or in a pub.**

By working with clubs and organisations, we can encourage the next generation of girls to get involved with football. We can do this by:

- Creating visibility and championing female role models in the game.
- Building up a safe space for women at stadiums and areas surrounding football.
- Taking action against sexist abuse.
- Donating funds towards the development of grassroots girls football.
- Encouraging girls to attend live matches.
- Educating in schools and pushing the message of equality in football.

We have also formed further partnerships formed with grassroots clubs, supported the enforcement of new reporting systems in place at football stadiums, gained a presence of #HerGameToo on women's football kits and presence of #HerGameToo at football stadiums.

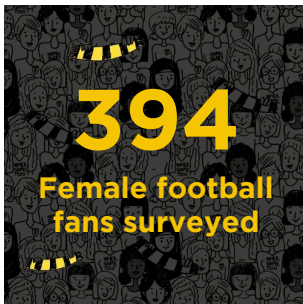
We've developed a loyal and strong following of 26K followers on Twitter, sold #HerGameToo merchandise to 11 different countries and donated all of our merchandise profits to the development of grassroots women's football.

# Vision & Mission



## Vision

HerGameToo was founded by 12 passionate female football fans; who are committed to growing the campaign with the aim of fostering an ethos in football in which women are welcomed and respected equally.



## Mission

Led by fans, supported by clubs, backed by partners, we're striving to be a catalyst for positive change. We believe in equality, integrity and empowerment and see value in everyone. We are driven by the same ideas we will support, empower, and campaign for change.



# Objectives

We aim to achieve our mission through the following objectives:

## **1. Turning the campaign into reality**

We will continue to campaign to eradicate sexism from football and strive for equality within the game.

## **2. Being a voice for fans**

We will speak on behalf of our fans giving them a collective voice on the most important issues.

## **3. Champion the game for women**

We will promote and champion initiatives to strive for more women working, coaching, refereeing, volunteering and being fans within the game.

## **4. Developing HerGameToo**

We will work to secure the future of HerGameToo by evolving the organisation and sustaining its future.



# Objective 1

## Turning the campaign into reality

We will continue to campaign to eradicate sexism from football and strive for equality within the game by:

- Engaging with stakeholders to support the HerGameToo vision.
- Campaign for the implementation and legislation of sexism in football.
- Influence stakeholders to ensure they work to deliver positive change.

### **KPI's & Measures of Success**

- Announce HerGameToo ambassador.
- Partner with two football stakeholders.
- Engage with football stakeholders to implement sexism into match day safety policy.
- 1 National Media partner.
- Every press release to be covered by at least 5 media outlets.
- Produce a twice yearly report on media coverage (our involvement).
- 25% increase in social media following across all platforms per quarter.



# Objective 2

## Being a voice for the fans

We will speak on behalf of our fans giving them a collective voice on the most important issues by:

- Engaging and consulting member clubs on a regular basis
- Recruiting new clubs throughout the pyramid as members of HerGameToo
- Listening to clubs and influence the areas that matter most to them

### **KPI's & Measures of Success**

- Comprehensive team in place to ensure correspondence with clubs on a weekly basis (including regular snapshot surveys, suggested social media posts, and feedback).
- 100 member clubs signed.
- High levels of Club / Fan satisfaction reported.
- Regular meetings / communication with the two football stakeholders.
- Delivery of AGM with 75% club representation.
- Recruit active club representatives for each club (Club ambassadors).



# Objective 3

## Champion the game for women

We will promote and champion initiatives to strive for more women working, coaching, refereeing, volunteering and being fans within the game by:

- Being at the forefront of research into the sustainability of Football
- Sharing and championing best practice across the game
- Partnering with other football stakeholders to reduce Sexism in the game
- Delivering events to raise awareness of inequalities

### **KPI's & Measures of Success**

- Commission and publish one report each year.
- Announce findings as to women working within the game.
- Deliver workshops and raise the awareness of the campaign at the International Women's Day.
- Identify an education partner and develop programme.
- Identify podcast partner.
- Deliver HerGameToo panel event.



# Objective 4

## Developing HerGameToo

We will work to secure the future of HerGameToo by evolving the organisation and sustaining its future by:

- Establishing the appropriate governance structure.
- Creating a variety of income streams to sustain the organisation.
- Appointing a core staff team of paid employees.

### **KPI's & Measures of Success**

- Successfully apply and turn HerGameToo into a Community Interest Company.
- Governance structure agreed.
- Set up Risk Register.
- Develop policies and procedures (inline with CiC).
- Proper limited company bank account.
- Multi Stream fundraising strategy in place (includes merchandising, sponsorship, events, membership).
- Sponsorship/ income secured.
- Staff members appointed.