



TAKE A STAND - WATERLOO UNITED



WHAT IS TAKE A STAND?

It is a call to action initiative, encouraging people across the football community to take action or make a pledge and take a stand against discrimination. *Take A Stand* is both a challenge and an invitation for individuals and organizations to publicly commit to their own pledge. For those making their own personal pledge, our hope is that they will inspire others to do the same.

Take A Stand marks a new chapter in the fight against discrimination in football, which will give fans the confidence, the tools and the means to confront discrimination and make a change. We want to *Take A Stand* to be an advocate for change - it is a movement in which everyone can play a part in.

WHAT WE WANT TO ACHIEVE

Through *Take A Stand*, we want to tackle discrimination but also create a culture where everyone belongs and individuals take personal responsibility for being part of the change. That includes fans, players, participants, managers, CEOs, stewards, social media managers, programme sellers, shop assistants - everyone on and off the pitch. We can all do something to take a stand against hate and promote a more inclusive society.

Our goal is to help end collective silence and raise the standard of discourse amongst everyday fans. By equipping fans with the right tools, empowering them with the right education and inspiring them with the right content, we can create an environment in which silence is replaced by action.

HOW CAN YOU SUPPORT?

We want our partners from across the football world to work with us to empower and encourage everybody to confront discrimination and take a stand.

This would be also an opportunity to communicate how you're tackling discrimination within your organization. We want to position *Take A Stand* as a positive movement that demonstrates change but also encourages the wider football community to play a part in that change too. We would want you to support with the following:

- Sharing content across your digital channels – web and social media
- Being part of the content creation process – what talent could you provide to feature in new content, such as images, graphics and videos? Can you create your own content around how you're taking a stand?
- Providing a key spokesperson - who from your organization can speak about their support for *Take A Stand* in the media? We want clubs to join us to be a voice for change in football, speaking on behalf of under-represented and minority communities in football

CONTENT FRAMEWORK

Take A Stand is a digital-first campaign. When posting content about the campaign, we'd ask that posts link to our reporting form on our site > <https://www.kickitout.org/forms/online-reporting-form>



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We'd also like our partners, where possible, to create their own content using their voices to promote Take A Stand. Below is a content framework you can use, or adapt to suit your own tone.

Video content

Long copy

It's time to #TakeAStand against discrimination. It has no place in our game. If you experience or are witness to any incident, you can report it to Kick It Out (<https://www.kickitout.org/forms/online-reporting-form>)

Short copy

- How will you #TakeAStand?
- See abuse. Report it. #TakeAStand
- Hear discrimination. Call it out. #TakeAStand
- Stand up. Speak out. #TakeAStand
- Enough is enough. It's time to #TakeAStand

Video content – pledge focused

We want to encourage individuals from organizations, as well as fans, to make a pledge as part of Take A Stand. Examples could include:

- I pledge to challenge any forms of discrimination I witness
- I pledge to stand up and speak out against discrimination

Video guidelines

- Ensure all footage is landscape
- Include Kick It Out and Take A Stand logo lock-up (to be provided)

TARGET AUDIENCE

- Fans, players, communities and anyone else involved in football – Take A Stand is a movement everyone in football can get involved in, no matter their role
- Premier League, EFL, Non-League, Grassroots, Barclays FAWSL, LGBTQ+ teams, under-represented or minority communities in football

The opportunity is not in changing the behaviour of the small minority of offenders, but of the silent majority, 'the everyday fan'. The mindset of the everyday fan, in the context of discrimination, is characterized by the following:

- Recognizes there is an issue with discrimination in football
 - Does not believe themselves to be a discriminator
 - Has been complicit in their silence in the past, the passive bystander
 - Is increasingly engaging with race issues in light of the BLM movement
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CAMPAIGN PHASING

We want to work with a range of partners to promote Take A Stand throughout the 2020/21 football season, with the following phases:



CAMPAIGN PHASING PLAN

LAUNCH	Kick It Out will announce the launch of <i>Take A Stand</i> . The launch will outline the objectives of the movement and announce partner clubs and organizations. We will then aim to launch the movement formally with a hero film exclusively broadcast on TV. Immediately after exclusive, we'll distribute content through all participating players' social media channels, partner clubs' channels, Kick it Out's channels and through any other partners' channels
CONNECT	Matchday communications such as ads in programmes, on big screens, tannoy announcements, perimeter advertising boards - across a range of clubs. Also, work with fan-led media to reach football fans with key messages
ENGAGE	We will release a series of educational tools alongside a video and content series focused on education

PROMOTION

Marketing assets that will be available

- Take A Stand and Kick It Out logo lock-up
- A4 and A5 posters
- Social media banners
- Social media stickers - Instagram stories
- Twitter, Facebook and Instagram graphic sizes
- Video content
- Artwork for perimeter boarding for club grounds