



HOW TO DRIVE RECRUITMENT AND MARKET YOUR QUIDDITCH TEAM



CONSULTANCY

CELEBRATING QUIDDITCH, CHAMPIONING VALUES



Authors

Tom Ffiske



Lena Mandahus



Ajantha Abey





Introduction

Starting a team can be daunting, as the team will be fighting against preconceptions, actively seeking recruits, and working to be better supported by the university. However, with persistence and a pinch of audacity, any team can build a reputation which can be known across the country (or in some cases, the world).

This is a general guide on how to market your team.

Contents

1. Introduction
2. Setting up and promotion your team
3. Advanced promotion
4. Checklist for university teams
5. Checklist for community teams

All photo credit: Ajantha Abey Quidditch Photography.





Setting up and promoting your team

SOCIAL MEDIA

- Having an active social media profile is key for updating players and advertising the club
 - With the majority of the community operating via Facebook, it is very important to maintain a Facebook page; with Instagram and Snapchat gaining use, developing a presence on these platforms is becoming vital as well
 - Maintain a regularly active facebook page, which displays who you are as a club and the kinds of things you do and the people who are a part of it. Showcase your achievements as well as the day-to-day
 - Twitter is also a great way of connecting with other players in the UK, so consider creating a Twitter profile
 - The page should also be shared in relevant university Facebook groups to reach new audiences, particularly during freshers week
 - It is important to keep the page active each week, with a post a week minimum, using tools like Later to post simultaneously. Ideally several posts a week, but not more than 2 a day
 - Creating brand guidelines help for consistency, such as colours, tone of voice etc
- Parts of the Facebook page which must be up to date:
 - Page description: A brief explanation of the club, its aims, and a basic description of the sport itself
 - Cover photo and logo: These are the first things the browsing user may find, so they must be as striking and visually interesting as possible
 - Events: The Facebook page can also host future events which the club would be hosting, from socials to sessions. Ideally the upcoming event would be pinned to the top of the Facebook page
- There are several social tools which can help promote the club, which are free for use:
 - Creating social images is a great way of drawing interest into your club. If you do not have photoshop, [Canva](#) is a great free service to quickly make graphics for further use
 - [Later](#) is a great way of simultaneously posting across multiple platforms, while also



scheduling content (such as player profiles) into the future

- Ways to keep the page up to date:
 - Player profiles: This is a great way to showcase your team members, while providing content which players can share and making them feel appreciated. This can be as simple as a name and short tidbit complemented with the person's photo, or as flashy as a designed graphic of them playing
 - It's also a great way to showcase the diversity of quidditch and show a variety of people whom potential recruits might be able to relate to
 - Share news around quidditch: A lot happens in the quidditch community around the UK, and sharing the news helps expand their view of the sport as a whole
 - Take every opportunity to connect yourself with big events too. Celebrate your players and ex-players. Maybe one of your players is a selector for the national team, or has been selected for national team training squads; maybe one of your ex-players is coaching a new team or something. Show that your club and the people from your club do cool stuff in a broader community
 - Guides on the sport: Various guides and images have been made highlighting the sport, from graphics on how to play to videos on what playing is like. [The Quidditch Premier League has a great video on how the sport is played](#), as an example

- Connect to the wider quidditch community for additional help and support
 - Posting in Quidditch Europe is a great way to connect to all the players in the UK, where people are very happy to offer help and advice
 - Otherwise, try contacting your local national governing body of the sport, over Facebook or email to ask for further assistance



(Here are some great examples of team's social media pages, courtesy of [Bristol Quidditch Club](#), [London Unspeakables Quidditch](#), and the [Northern Watch](#))



Bristol Quidditch Club
@bristolqc

Home

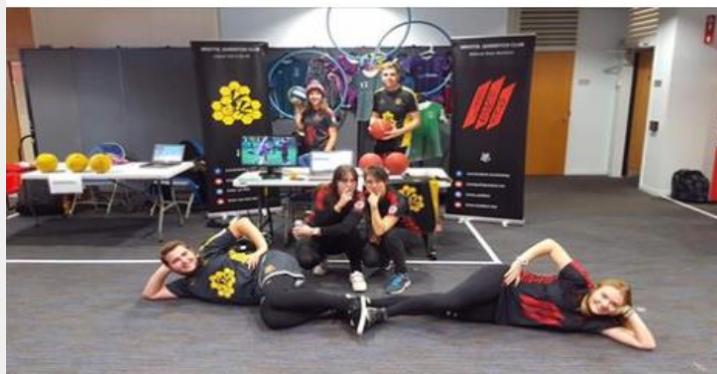


London Unspeakables Quidditch
@UnspeakablesLDN



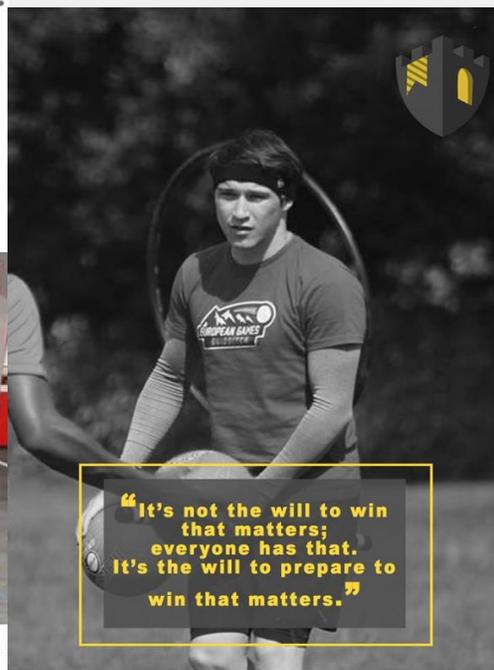
Bristol Quidditch Club is with Evy Tang and 5 others at UWE Bristol.
7 hrs · Bristol · 🌐

We had a great time yesterday at the UWE Freshers Fair! It was amazing to see so many interested new faces. Today we are looking forward to seeing you all at our first taster session of the season!
When: 3:00 pm
Where: UWE Bristol Center for Sport
<https://www.facebook.com/events/1833372650080823/?ti=ia>



👍❤️ Nic Hirst, Ajantha Abey and 23 others

1 Comment 2 Shares



Students Union (if running a university club)



- Approach the Students Union for additional marketing support
 - Most unions have a generic email address which can be used to submit enquiries. Otherwise, all desks have a phone number which can be used to initiate discussions
 - Universities are always keen to promote their students on social media, or in rare cases collaborate with them for larger campaigns, [such as the University of Glasgow for their April Fools event](#). Ask them for options, and see what happens!
 - A template email for collaborating with the Students Union (for marketing) can be found in the next page. I recommend sending the email with the University address, rather than a personal address, to avoid spam filters
 - If you have some particular success like winning a tournament or competing overseas, you may even be able to contact your university communications or PR department and see if you can get yourself into the university newsletter or even the university Facebook page, for some big social media reach
- On campus, flyering is an effective way of promoting the club
 - Make sure to include all the details of your taster sessions and what you are like as a club
 - Also make sure to include pictures that show how fun but also how cool/real/athletic the sport can be, as well as linking to places where they might find more information, such as a website and/or your socials

University funding (If running a university club)

- Funding differs from university to university. In general, the finances of the local club is derived from signups and payments during freshers week
- In some universities, additional support is given if the team is recognised as a sports club, granting access to additional equipment, funds, or some financial backing for trips
 - Getting recognition can be difficult, but not impossible - for additional help on this, please contact [QuidditchUK](#) and the organisation can assist where possible
- You may not necessarily have to be a sports club to get funding, and in some cases you might actually be able to get more funding as a student society as opposed to a sports club, if your university makes this distinction. The legitimacy and prestige of being an official sports club can be useful but if you can get more funding elsewhere, money is incredibly important and lowering costs dramatically increases your ability to recruit and retain players



*(Example of an email to universities for further collaborations. Please replace **the text highlighted in yellow** with your details. Please ensure the document has no yellow highlights and been checked for mistakes before sending. I also recommend tweaking the email to be more applicable to your situation.)*

.../

Subject line: Potential for collaboration with **QUIDDITCH CLUB?**

Hi team,

Hope you are well! I am a student representative of **QUIDDITCH CLUB**, an active society in your university.

Quidditch has grown very quickly over the last few years, with over fifty clubs playing in the UK. We play nationally and compete against the other teams, hoping to develop and grow with time. [This BBC report](#) helps illustrate the sport further with footage from the last national tournament, as well as a short description of how the game works.

We are also one of the most progressive sports in the UK, as there can only be a maximum of four per gender on the pitch at any time - this promotes inclusivity in the game, welcoming males, females, and non-binary players alike.

With all that said, we wanted to ask how the university can help promote the sport to its students? Would it be possible to be profiled on Facebook, Instagram or Twitter, or any other ways of being featured? We are keen to hear what could be offered, and we would love to work with you in any ways we can!

If you have any questions at all, please let me know and I would be happy to help!

Many thanks, and all the best,

NAME

CONTACT NUMBER

QUIDDITCH CLUB



Advanced promotion

- Brand consistency helps make the team recognisable and improve retention
 - Create a 'brand guidelines' document which stipulates what makes the club its identity. It would include the colours of the team, its tone of voice, and the font used for its promotional images
 - Google has a great series of articles on brand recognition, which can be found [here](#)
- Using the brand guidelines, making a website is a great way of profiling your website if people google for quidditch clubs in their area
 - Using services like Wix, Squarespace and Wordpress is a great and easy way to build it from the ground up
 - The website should have all the details necessary for someone new to come to the club, including when and where the next sessions are, what the club is like, how the sport is played, and links to the club's social profiles
 - Buying the domain name is also vital to ensure the website looks professional
 - Please bear in mind that making a website may not be necessary for most clubs who operate on a university level
 - www.usyduidditch.com is a nice example of a very recruitment oriented website
- Putting your session on events websites helps increase its exposure
 - Local websites such as Cardiff 24/7, or tourist boards such as VisitCardiff, all have pages where local events are promoted and pushed
 - Some websites have a form which can be filled, and once submitted the website team can then put up the event for promotion
 - In some cases, an email is required - a template for further use can be found below. A phone call discussing it is highly recommended, as it's a great way of engaging with the team
- Paid social media advertising on Facebook helps to directly reach the people who may be interested in the event
 - A small fee can reach a fair number of people
 - Recommended categories include people aged between 18-35 who are interested



in Harry Potter and sports, restricted to people in the city / area

- Please note that its effectiveness is based on the city; it would be more effective in a capital city than a more sparse area of the country

- Having the club appear in the local news is a great way to build a reputation
 - Do some research and find local news organisations which are in your area
 - Then, create a press release announcing that you are looking for new players to come into the club
 - Please contact Q Consultancy if you would like assistance in writing a press release, its distribution, and media training



(Example of submitting taster sessions to events pages. Please replace the text highlighted in yellow with your details. Please ensure the document has no yellow highlights and been checked for mistakes before sending. I also recommend tweaking the email to be more applicable to your situation.)

.../

Subject line: Submitting **QUIDDITCH CLUB'S** taster session in the events page

Hi team,

Hope you are well! I am a student representative of **QUIDDITCH CLUB**, your local sports group.

Quidditch has grown very quickly over the last few years, with over fifty clubs playing in the UK. We play nationally and compete against the other teams, hoping to develop and grow with time. [This BBC report](#) helps illustrate the sport further with footage from the last national tournament, as well as a short description of how the game works.

We are also one of the most progressive sports in the UK, as there can only be a maximum of four per gender on the pitch at any time - this promotes inclusivity in the game, welcoming males, females, and non-binary players alike.

With all that said, we wanted to ask how we can submit our taster session in for your events page? We are keen to continue promoting the event, and would love to explore options.

I have included some details below, but I am happy to give further information / send images if needed:

DETAILS OF THE EVENT, INCLUDING LOCATION, TIME, CLOTHING REQUIRED, AND COSTS INCURRED

If you have any questions at all, please let me know and I would be happy to help!

Many thanks, and all the best,

NAME

CONTACT NUMBER

QUIDDITCH CLUB



Checklist for university teams

- **SOCIAL MEDIA**

- Create an events page with the full details of the taster session, including where and when it will happen, how it is a great way to make new friends with a trip to a local pub afterwards, and the equipment needed for coming
- Push the event hard on Facebook freshers groups to get people's interest, particularly a week before freshers week to hook in anxious people looking to start university
- Make clear that quidditch is a competitive sport with a very inclusive and welcoming community

- **ON CAMPUS**

- Flyering is an effective way of gathering people who may be interested in the event. Make sure to include full details of the taster sessions
- Ahead of freshers week, have the university include details of your event on their website and other resources for freshers promotion. Universities are typically keen on promoting events, so an email or call is a very effective way of getting results

- **AFTER THE TASTER SESSION**

- Bring people to a pub so they can socialise and connect with one another
- Ask people to sign up during the freshers fair / on the university website to convert attendees into players
- If possible, ask them to refer the club to their friends to bring new interested players



Checklist for community teams

- **SOCIAL MEDIA**

- Create an events page with the full details of the taster session, including where and when it will happen, how it is a great way to make new friends with a trip to a local pub afterwards, and the equipment needed for coming
- Push the event hard on local Facebook freshers groups to get people's interest, particularly a week before freshers week to hook in anxious people looking to start university
- Make clear that quidditch is a competitive sport with a very inclusive and welcoming community
- Have enough varied material so that no matter what the person's inclination, be it Harry potter nerd or sport loving jock, they can see something in quidditch that they can relate to and might like to be a part of/at least give a try/see themselves doing

- **AFTER THE TASTER SESSION**

- Bring people to a pub so they can socialise and connect with one another
- Ask people to sign up during the freshers fair / on the university website to convert attendees into players
- If possible, ask them to refer the club to their friends to bring new interested players



Want tailored support?

Q Consultancy is available to advise on all matters relating to quidditch, such as starting a new team, growing an established one, and developing a branded website.

If you would like additional help from the organisation, contact us [here](#).



CONSULTANCY
CELEBRATING QUIDDITCH, CHAMPIONING VALUES

Q Consultancy and its activities are not licensed by, sponsored by or associated with Warner Bros., J.K. Rowling or their affiliates. 'Quidditch,' 'Harry Potter' and all related names, characters and indicia are trademarks of and © Warner Bros. - Harry Potter publishing rights © J.K. Rowling