



Create your own 'Heroes of Football' team

One of the goals of the Heroes of Football project is to create a Heroes of Football team comprising of international football players and promising youth players. Or, within your own club you can create your own Heroes of Football team with players, trainers, supporters and board members who want to be the ambassadors of your Heroes of Football policy, campaigns and club values. Below, we have provided some guidelines to create this team.

1 Make a clear list of tasks for the Heroes of Football team: what would be their role in your club? Here are some examples of possible tasks:

- Share club actions concerning the HoF-project via your social media channels
- Be a point of contact/buddy for club members who have questions or want to talk about their sexuality, gender identity or discrimination issues
- Be the face of the club campaign: photo on flyers, making a short video
- Take a course about how to be a good role model, point of contact/buddy

2 Identify possible members of the Heroes of Football team. They might have the following qualities:

- They are respected by their team, supporters and volunteers. When they talk, everybody listens to them
- They are socially engaged
- They are a role model and their behaviour is always respectful

3 Plan a first meeting with possible members to discuss goals and the first actions of this team

4 If your first meeting was a success, you can start with the preparation of your communication (you can find tips & tricks in the Factsheet Communication [\(link\)](#)).

5 When you launch your Heroes of Football team, it's important that everybody knows about this project and that it's easy to find their contact details on your website

