

**Level  
Playing  
Field**

**#WeeksOfAction**



**Grassroots Campaigns Pack**

**29 February –  
15 March 2020**

# Level Playing Field

## Weeks Of Action 2020

In its 16<sup>th</sup> season Level Playing Field's (LPF) annual Weeks Of Action campaign looks to shine a light on the positive work being done by Clubs, DSAs, Fans and other organisations towards access and inclusion.

The main aim is to drive a greater matchday experience for disabled fans and to encourage more disabled fans to watch the 'beautiful game'.



50%

"50% of disabled people have never participated in leisure or sports activity" Centre for Access to Football in Europe, 2017

## Level Playing Field



Level Playing Field promotes a **positive** and **inclusive** experience for disabled sports fans.

The key objective of the **#WeeksOfAction** is to raise awareness of good access and inclusion and how it benefits disabled fans and the wider community.

You can **#Tweet** or **Post** during the Weeks of Action or hold an event.

## How To Get Involved

1. Select one or more of the options overleaf or choose your own activity
2. Let **LPF** know what your doing and when
3. Request campaign material from **LPF**
4. Host event or Media activity
5. Share photos of your activities with **LPF**



# Level Playing Field

## 4 Ways To Get Involved

# 1

**Attend a matchday** - get in touch with local club and see if they can support your team attending a game as part of weeks of action.

# 2

**Use your clubs newsletter or mail out** - promote the good work being done at your county FA and/or club for disabled people.

# 3

**Host a mixed ability game** – invite your non disabled players to play together, mix the teams, and champion some brilliant inclusion.

# 4

**Football shirt day** - get your team to wear their favourite football teams jersey at training and send us your photo.

## Social Media Campaign

### Spread the word!

For the 2020 Weeks of Action we're once again looking to create a real buzz on social media and encourage you to join the digital campaign.

We are urging you to post your messages of support for the campaign, as well as details of your Weeks of Action activities on social media and we have provided a template for you to use:

*'We are pleased to support @lpftweets Weeks Of Action 2020 - celebrating good access & inclusion for disabled fans!'*

We have also included some social media images which you're free to use in your posts. Available on request from:  
[ben@levelplayingfield.org.uk](mailto:ben@levelplayingfield.org.uk)



 [@lpftweets](https://twitter.com/lpftweets)

 [@Level Playing Field](https://www.facebook.com/LevelPlayingField)

 [@levelplayingfielduk](https://www.instagram.com/levelplayingfielduk)

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**Get Involved**

**“A period of celebration & inspiration”**

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