

HEDGEHOG FRIENDLY FOOTBALL LEAGUE – HOW TO GAIN POINTS

ONE FOR EACH OF THE FOLLOWING ACTIONS:

- **Strimmer Stickers requested** – Request has been made to BHPS for stickers for strimmers and cutting machines at club and training ground, stickers have been posted out to requested contact.
- **Photo of stickers sent** – Photo/s of stickers ‘in action’ with club logo/stadium in background have been sent to BHPS for free use on their website and social media channels.
- **In match programme** – The campaign has featured in a match day programme (BHPS can supply copy if needed). The article has been approved by BHPS and a copy of the programme has been sent to BHPS.
- **Leaflets distributed** – At a match or in club shop – BHPS can provide free leaflets for distribution – photo evidence has been supplied.
- **In press/media** – Club has issued details approved by BHPS and photographs to press/media and resulted in article or radio/TV coverage. BHPS can provide comment for releases or usually people to be interviewed/photographed. Coverage information has been sent to BHPS.
- **Photo of club mascot with Hedgehog Society sign** – A photo of club mascot holding a ‘We are supporting hedgehogs with the @hedgehogsociety’ sign has been sent to BHPS for free use on their website and social media channels.
- **Shout out on social media** – Official Club social media channels have shared a post to say they are supporting the campaign/hedgehogs with #HogFriendlyFootball and tagged @hedgehogsociety (on Twitter) and/or British Hedgehog Preservation Society (on Facebook) and @TheHedgehogSociety (Instagram) *Maximum six points available per season per club per season – one per shout out.*
- **Retweet a BHPS post**– Official Club Twitter account has shared one of our posts. *Maximum six points available per season per club per season – one per tweet.*
- **On club website** – The campaign and Club involvement has been included on Club’s official website (linking to BHPS website) and link to the page has been sent to BHPS. BHPS can provide copy and comment if needed.



- **Player video** – A video of one or more players has been sent to BHPS. Player/s should ideally be in kit and read out the following (or similar): “TEAM NAME is supporting the Hedgehog Friendly Football League with the British Hedgehog Preservation Society because we love hedgehogs and want to help them and encourage our fans to do all they can too. Find out how you can get involved at www.britishhedgehogs.org.uk”
- **Mascot Video** – A video of your club mascot holding a ‘We are supporting hedgehogs with the @hedgehogsociety’ sign has been sent to BHPS for free use on their website and social media channels. Be creative – maybe scoring a goal, celebrating or dancing!
- **Fan photos** – A photo of club fans wearing team colours engaging with the campaign has been sent to BHPS for free use on their website and social media channels and shared on official club social media using #HogFriendlyFootball and tagging @hedgehogsociety (on Twitter) and/or British Hedgehog Preservation Society (on Facebook) and @TheHedgehogSociety (on Instagram) For example featuring a ‘[CLUB NAME OR NICKNAME} is supporting hedgehogs with the @hedgehogsociety and #HogFriendlyFootball’ sign, handing out flyers, engaging with the campaign. *Up to a maximum of five fan photos per club per season – one per fan photo.*
- **Posters promoting BHPS** are on display in staff areas of club – canteen, changing rooms, boardroom, etc. A photo has been sent to BHPS for free use on their website and social media channels.
- **BHPS leaflets handed out and posters on display** at club entrance, turnstiles, merch shop or clubhouse. A photo has been sent to BHPS for free use on their website and social media channels.
- **Item (approved by BHPS) in club e-newsletter** featuring Hedgehog Friendly Football League campaign (copy available upon request) A copy of the e-newsletter has been sent to BHPS.
- **Photos of players or fans doing hedgehog-friendly football actions** in their own gardens, in club colours/strip. Activities include tying up football netting when not in use, creating [hedgehog-highways](#) in fences and walls, and creating wildlife gardens. A photo has been sent to BHPS for free use on their website and social media channels. *Up to a maximum of five fan action photos per club, per season, one point per photo.*

THREE FOR EACH OF THE FOLLOWING ACTIONS:

- **Player photo** - A photo of one or more Men or Women’s First Team players has been sent to BHPS. Player/s should ideally be in kit and holding up a “We are supporting hedgehogs with the @hedgehogsociety’ sign.



- Junior or community team photo - A photo of one of the teams under your umbrella has been sent to BHPS. Player/s should ideally be in kit and holding up a “We are supporting hedgehogs with the @hedgehogsociety’ sign.
- Send out hedgehop tips leaflet with every season ticket (digital and paper leaflets available upon request) A copy and photo/screengrab have been sent to BHPS.

FIVE FOR THE FOLLOWING ACTION:

- First Team photo - A photo of your First 11 has been sent to BHPS. Player/s should ideally be in kit and holding up a “We are supporting hedgehogs with the @hedgehogsociety’ sign.
- Promote Hedgehog Friendly Football, with ‘We are supporting hedgehogs with the @hedgehogsociety’ or similar on advertising boards around pitch during a match. BHPS can provide images and copy for this. A photo has been sent to BHPS for free use on their website and social media channels.
- Play a charity match in aid of BHPS, Photos of the match in action has been sent to BHPS for free use on their website and social media channels and any funds raised have been sent to BHPS. Please let us know in advance so that we can promote this action too and maybe even attend!

****PLEASE DO NOT USE LIVE HEDGEHOGS FOR PICTURES, VIDEOS OR EVENTS – THEY ARE WILD ANIMALS AND WOULD FIND THIS VERY STRESSFUL – STRESS CAN KILL THEM ****

British Hedgehog Preservation Society, Hedgehog House, Dhustone, Ludlow, SY8 3PL



@hedgehogsociety



British Hedgehog Preservation Society



@TheHedgehogSociety



British Hedgehog Preservation Society

E: info@britishhedgehogs.org.uk Tel: 01584 890 801

www.britishhedgehogs.org.uk

