

HEDGEHOG FRIENDLY FOOTBALL LEAGUE – HOW TO GAIN POINTS

ONE POINT FOR EACH OF THE FOLLOWING ACTIONS:

- **Strimmer Stickers requested** – Request has been made to BHPS for free stickers for strimmers and cutting machines at club and training ground, stickers have been posted out to requested contact.
- **Photo of stickers on machinery** – 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, club event or in club shop – BHPS can provide free leaflets for distribution – photo evidence has been supplied.
- **In print/online press/media** – Club has issued details and photographs approved by BHPS to press/media which has resulted in a published article. BHPS can provide comment for releases or usually people to be interviewed/photographed. Coverage has been sent to BHPS.
- **Photo of club mascot with Hedgehog Society sign** – A photo of club mascot/s holding a ‘We’re in the Hedgehog Friendly Football League – supporting wildlife with the @hedgehogsociety’ sign has been sent to BHPS for free use on their website and social media channels. We can provide a printable sign. *Up to a maximum of three photos per club per cup run.*
- **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/or @TheHedgehogSociety (Instagram) *Maximum six points available per club per cup run – one per shout out.*



- **Shout out on social media** – Official individual player social media account has shared a post to say they are supporting the campaign/hedgehogs with #HogFriendlyFootball and tagged @hedgehogsociety (on X) and/or British Hedgehog Preservation Society (on Facebook & LinkedIn) and/or @TheHedgehogSociety (Instagram). One point per post. *Maximum eight points available per cup run per club.*
- **Share a BHPS social media post** – Official Club account has shared one of our posts. *Maximum six points available per cup run per club – one per reshare.*
- **On club website** – The campaign and Club involvement has been included on Club's official website (copy to be approved by BHPS and linking to BHPS website) and link to the page has been sent to BHPS. BHPS can provide copy and comment if needed.
- **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 X) and/or British Hedgehog Preservation Society (on Facebook/LinkedIn) and/or @TheHedgehogSociety (on Instagram). For example featuring a 'We're in the Hedgehog Friendly Football League – supporting wildlife with the @hedgehogsociety' sign handing out flyers, engaging with the campaign. One point per photo - *maximum of six fan photos per club per cup run.*
- **BHPS posters 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 posters or signage are on display in public areas of club** – club entrance, turnstiles, merch shop or clubhouse. A photo has been sent to BHPS for free use on their website and social media channels.
- **BHPS leaflets handed out** - 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.
- **Article (approved by BHPS) in club e-newsletter** - featuring the Hedgehog Friendly Football League campaign (copy available upon request) A copy of the e-newsletter has been sent to BHPS.
- **Photos of 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 their own fences and walls, and creating wildlife-friendly garden features. A photo has been sent to BHPS for free use on their website and social media channels. One point per photo - *maximum of five fan action photos per club, per cup run.*



THREE POINTS 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 be in kit and holding up a 'We're in the Hedgehog Friendly Football League – supporting wildlife with the @hedgehogsociety' sign. We can provide a printable sign. *Maximum of six photos per club per cup run.*
- **Junior or community team photo** - A photo of one of the teams under your umbrella has been sent to BHPS. Player/s should be in kit and holding up a 'We're in the Hedgehog Friendly Football League – supporting wildlife with the @hedgehogsociety' sign. We can provide a printable sign. *Maximum of six photos per club per cup run.*
- **Photos of players** - doing hedgehog-friendly football actions, in club colours/strip. Activities include tying up football netting when not in use, creating [hedgehog-highways](#) in fences and walls, and creating wildlife garden features. A photo has been sent to BHPS for free use on their website and social media channels *Maximum of five player action photos per club, per cup run, one point per photo.*
- **Actively engage young fans with the campaign** – eg, design a hedgehog football kit competition. Evidence has been sent to BHPS. *Points available for maximum of three activities per club per cup run.*
- **Player video** – A video of one or more of your Men or Women's First Team players has been sent to BHPS. Player/s should 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" *Maximum of six videos per club per cup run.*
- **Mascot Video** – A video of your club mascot holding a 'We're in the Hedgehog Friendly Football League – supporting wildlife with the @hedgehogsociety' sign. We can provide a printable sign. Video has been sent to BHPS for free use on their website and social media channels. Be creative – maybe scoring a goal, celebrating or dancing! *Maximum of three mascot videos per club per cup run.*



- **TV or radio media coverage which mentions the campaign** – Club has issued details and photographs, approved by BHPS, to press/media and resulted in radio/TV coverage. BHPS can provide comment or people to be interviewed/photographed. Coverage information must be sent to BHPS for points to be scored.
- **Send out BHPS leaflet with every season ticket** (digital and paper leaflets available upon request) Evidence has been sent to BHPS.
- **Include a BHPS leaflet with every club shop sale and/or online order.** Evidence has been sent to BHPS.
- **Player or manager wears an official BHPS charity pin badge when interviewed on any televised platform.** We can provide these, or you can [buy them here](#). Evidence has been sent to BHPS.

FIVE POINTS FOR THE FOLLOWING ACTION:

- **First Team photo** - A photo of your First 11 has been sent to BHPS. Player/s should be in kit and holding up a 'We're in the Hedgehog Friendly Football League – supporting wildlife with the @hedgehogsociety' sign. *Maximum of three photos per club per cup run.*
- **Promote Hedgehog Friendly Football, on advertising boards around pitch during a match** – approved by BHPS. We can provide images and copy for this. A photo has been sent to BHPS for free use on their website and social media channels.
- **Feature a 'Hedgehog Friendly Football' banner** - with BHPS logo with link on official club website or pinned on social media pages for 7 days or more - Create your own or we can provide this. A photo/screengrab has been sent to BHPS.
- **Organise an event or fundraiser in aid of BHPS or promoting the campaign** – eg, half-time penalty shoot-out or charity auction. Evidence and funds raised sent to BHPS.

TEN POINTS FOR THE FOLLOWING ACTION

- **Organise and play in a charity match in aid of BHPS** - Photos and videos 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!



We welcome Hedgehog Friendly Football actions lead by men's and women's official first teams.

All points scored subject to BHPS receiving valid evidence. Limits apply to certain point-scoring activities – this is at the discretion of BHPS.

Additional points may be awarded for exceptional efforts! Additional points are also available for activities not listed – please get in touch with BHPS if you have ideas for point scoring activities!

**** 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



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