



ATLT

An Athlete Today
A Leader Tomorrow



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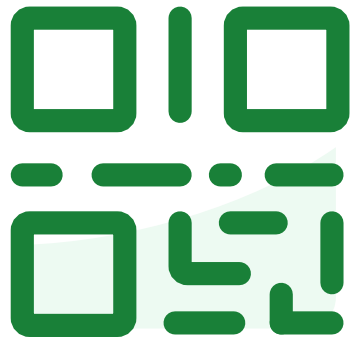
**An Athlete Today
A Leader Tomorrow**

WORKSHOP, SMEDEREVO, NOVEMBER 7TH -10TH

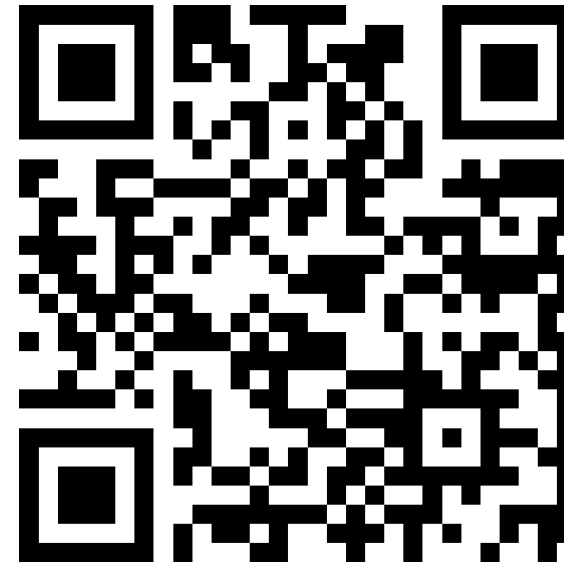
A close-up photograph of a board game board with a green background and a pattern of colorful circles in shades of grey, white, yellow, orange, and purple. Several wooden and plastic game pieces are scattered across the board, including a green piece, a yellow piece, a black piece, a light-colored wooden piece, and a red die with white pips. The text is overlaid on the center of the image.

LEAD THE GAME

A Step-by-Step Guide for Female Athletes in Sports Club Governance



**Join at slido.com
#1034377**





What comes to mind when you think about leadership in sports?

WHY THIS MATTERS




Sport needs leaders like you — experienced, passionate, and committed to fairness and growth.

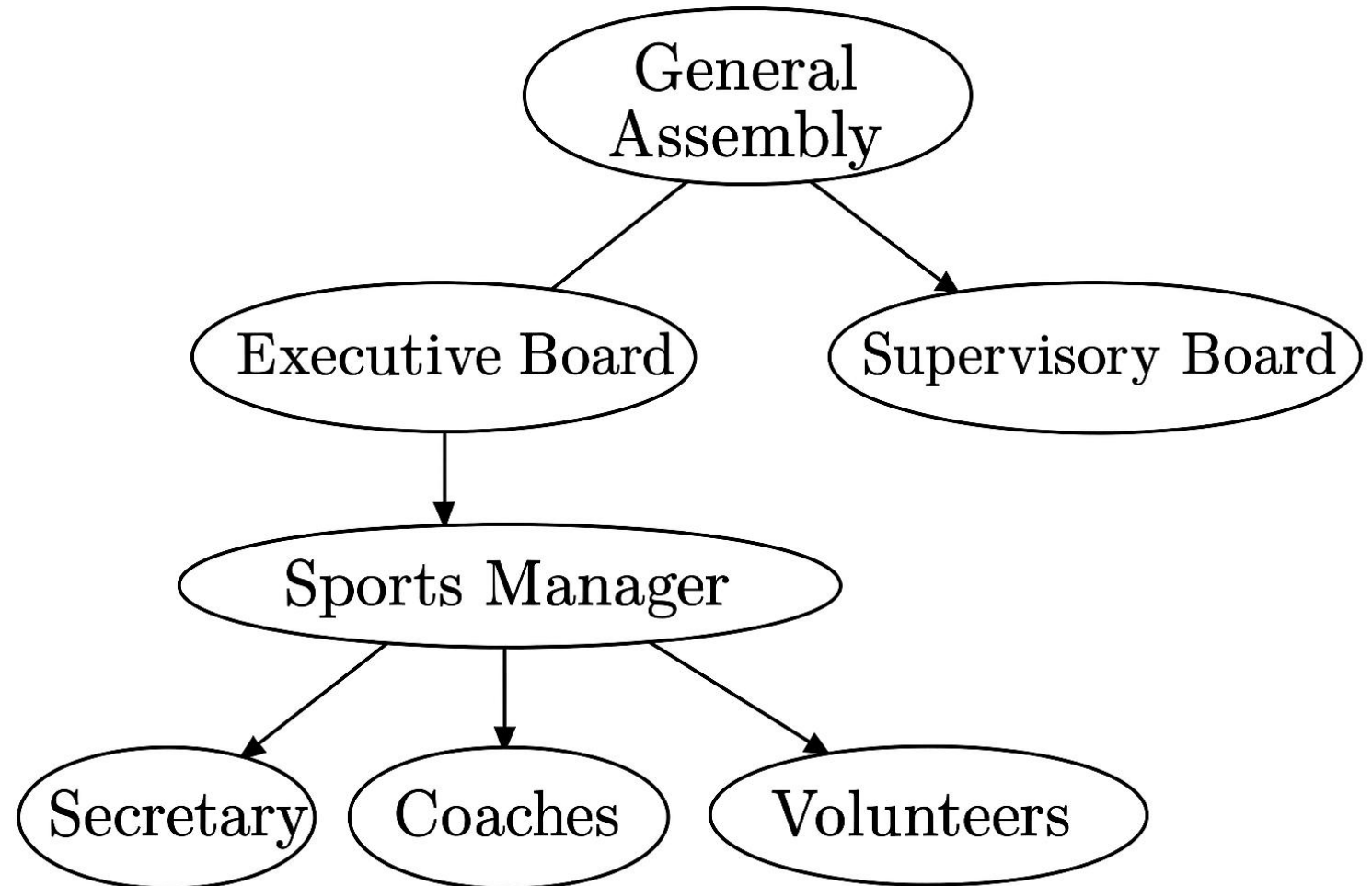


Governance is the system that keeps sports clubs running — and understanding it is your first step toward real influence.



Whether you want to join a club board, start your own club, or simply understand how decisions are made

 **STEP 1:**
UNDERSTAND
HOW CLUBS
WORK

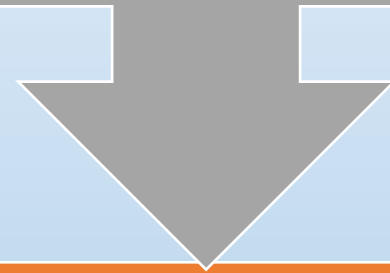






STEP 2: KNOW YOUR RIGHTS AS A MEMBER



Your Membership Empowers You



When you become a member of a sports club, you're not just a participant — you're part of a democratic organization with rights and responsibilities.



STEP 2: KNOW YOUR RIGHTS AS A MEMBER

- **Typical Member Rights:**
- **Vote** at General Assemblies on leadership and club decisions.
- **Propose agenda points** for meetings.
- **Run for election** to a leadership or committee position.
- **Request transparency** about financial operations and governance matters

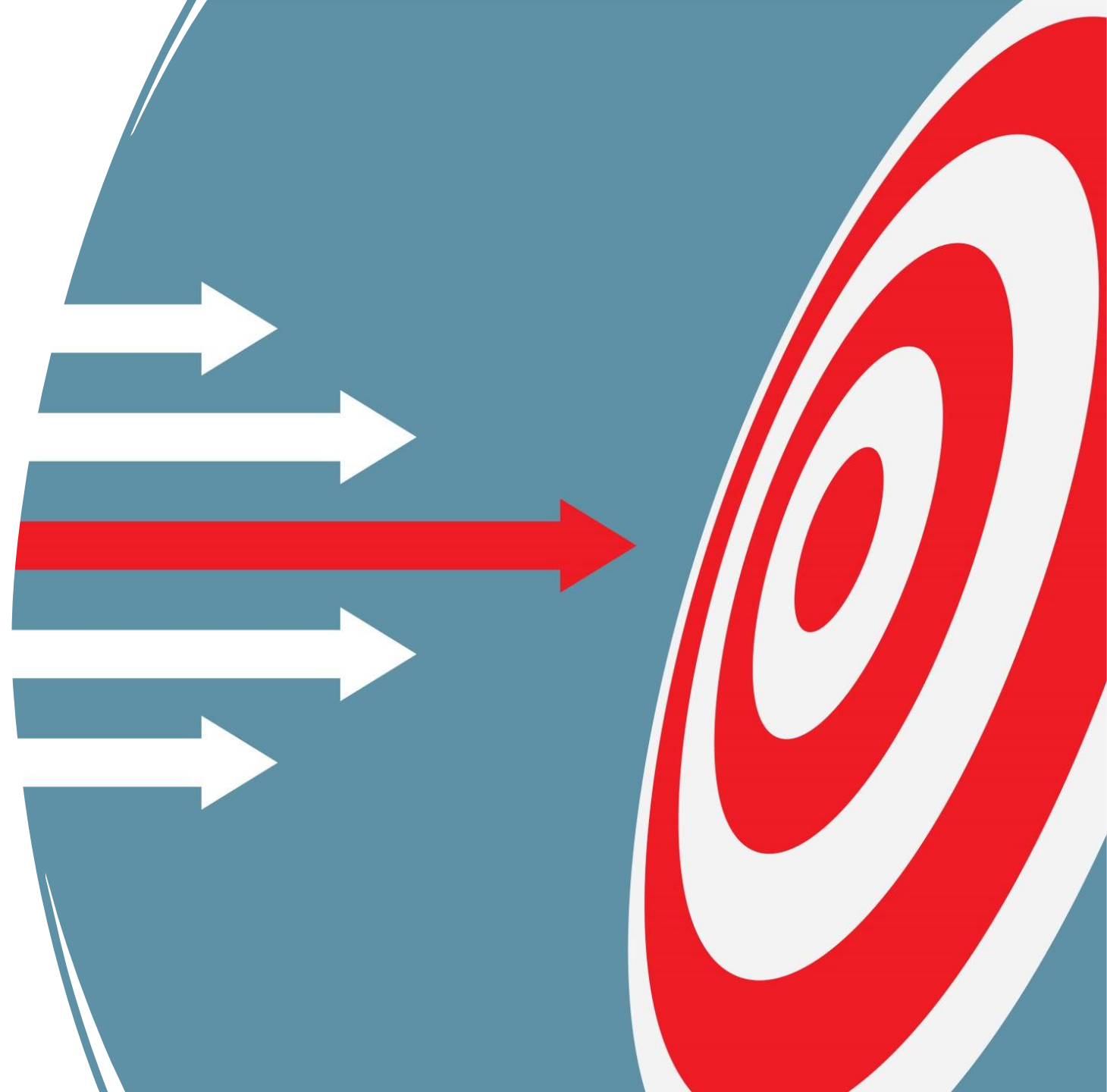
STEP 3: LEARN THE RESPONSIBILITIES OF LEADERS

What Leaders Do in Sports Clubs:

- **Strategic Planning:** Setting goals for membership growth, competitive performance, inclusion, and development.
- **Financial Oversight:** Creating budgets, monitoring spending, and fundraising responsibly.
- **Operational Management:** Coordinating activities such as competitions, training schedules, community outreach, and volunteer engagement.
- **Ethics and Inclusion:** Ensuring the club is a safe, respectful, and inclusive space for everyone — especially youth, women, and marginalized groups.
- **Compliance:** Following the law, respecting the Statute, and aligning with sports federations' policies.

Strategic Planning

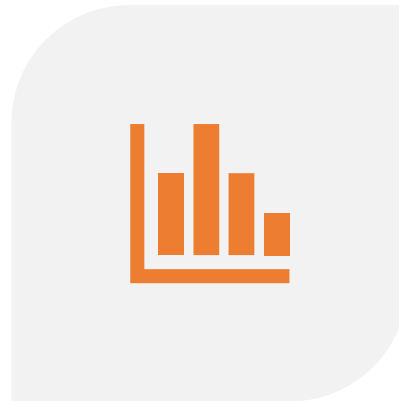
Setting goals for membership growth, competitive performance, inclusion, and development.



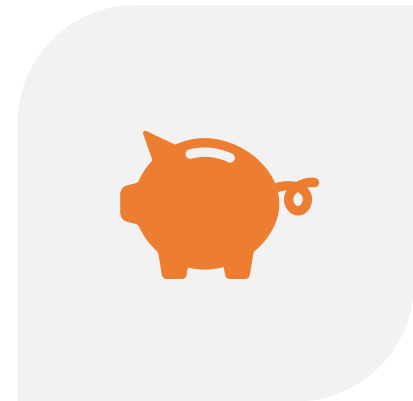
Financial Oversight



CREATING BUDGETS,



MONITORING
SPENDING,



AND FUNDRAISING
RESPONSIBLY.

Operational Management

Coordinating activities such as:

- Competitions,
- Training schedules,
- Community outreach,
- And volunteer engagement.



Ethics and Inclusion

Ensuring the club is a safe,

Respectful,

And inclusive space for everyone —
especially youth, women, and
marginalized groups.

Compliance



FOLLOWING THE LAW,



RESPECTING THE STATUTE,



AND ALIGNING WITH SPORTS
FEDERATIONS' POLICIES.

TIP 😊

Start

Start small!

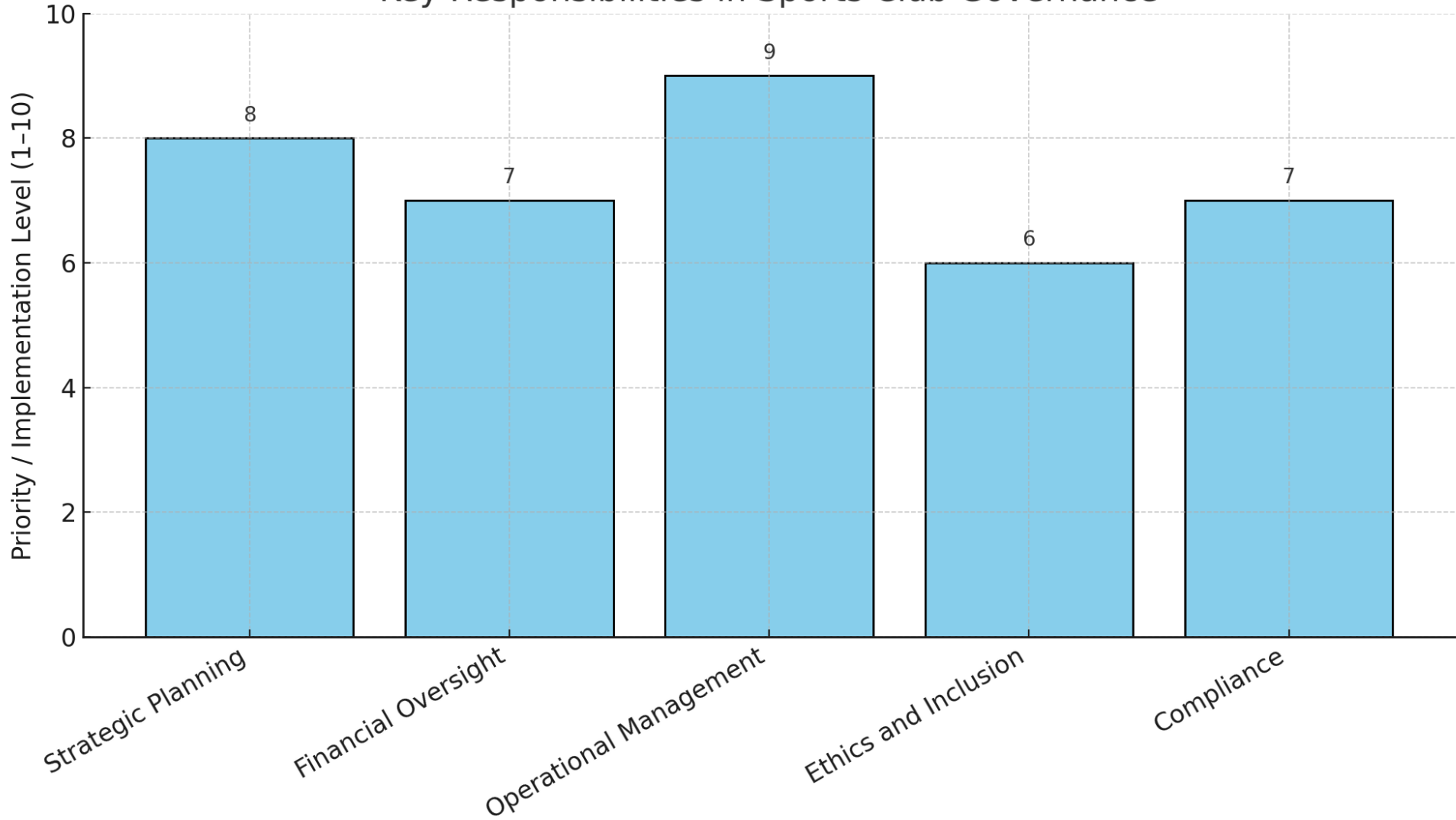
Join

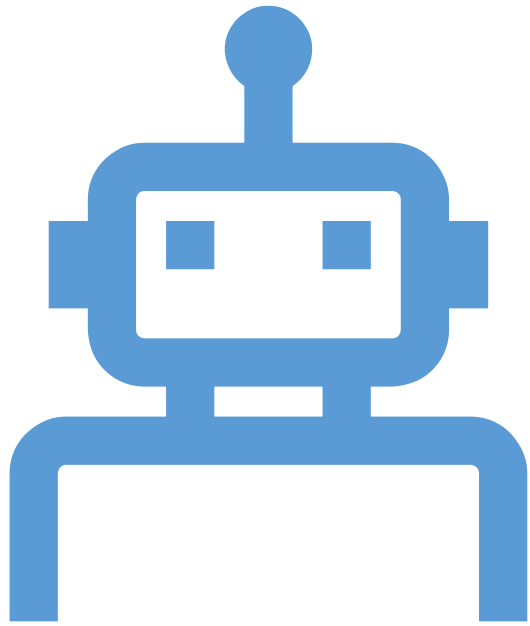
Join a working group, project team, or club committee to observe how decisions are made

Gain

Gain experience without the pressure of a top position.

Key Responsibilities in Sports Club Governance





STEP 4: GET DIGITAL

Why Digital Tools Matter:

- Digital platforms can make your club more transparent, efficient, and attractive to members.
- As a future leader, you can be the one to drive this change.



Useful Tools to Explore

- **Membership Management:** for example: Sportlyzer, ClubDesk, Relago, SOM — manage members, fees, attendance, and communication.
- **Online Voting & Meetings:** Zoom, Google Meet, Election Runner.
- **Finance & Scheduling:** Google Sheets, Monday, or dedicated club software.



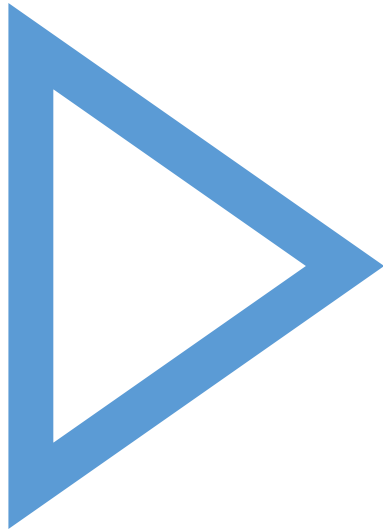
Tip 😊

- If your club still manages things on paper or WhatsApp, **suggest a free digital tool** and offer to test it with a small group — you'll instantly be seen as a forward-thinking leader.



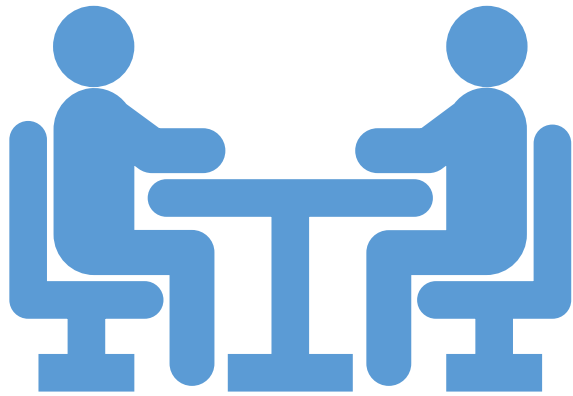
🤝 STEP 5: FIND SUPPORT & MENTORS

- *No One Leads Alone*
- Leadership is a skill you develop with time — and support. Find people and networks who will share advice, feedback, and opportunities.



Where to Look

- **Former athletes** now working in coaching or management.
- **Women in Sports networks**, both local and international.
- **National sports federations** – many offer training programs or leadership pathways.
- **NGOs and Erasmus+ projects** focused on empowering women in sport.



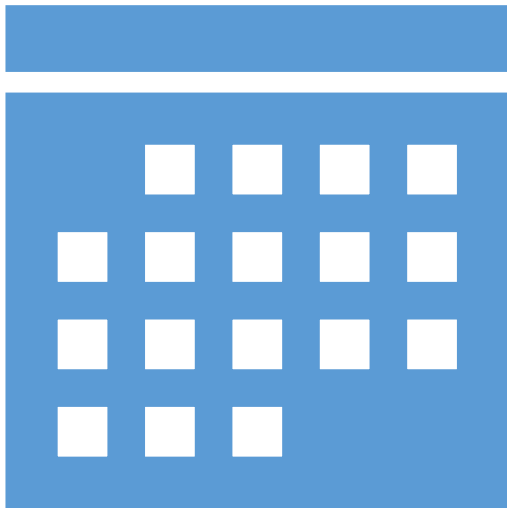
Tip 😊

- Don't be afraid to ask for help.
- Many women leaders are eager to support newcomers — look for **mentorship programs** or even just ask someone for a coffee chat about their experience.



READY TO START?

- You don't need to wait until you're in charge to start making a difference.
- Leadership begins with small, consistent steps that build your understanding, network, and confidence.



3 simple but powerful actions you can take *right now* — even before you hold an official position:

- **1. Attend Your Club's Next General Assembly**

- This is the most important meeting in the club's calendar. It's where:
- Budgets are approved
- Elections are held
- Strategic decisions are made

By simply showing up, you'll:

- Learn how decisions are made
- See who holds key roles
- Observe how formal governance works



Pro tip

Ask for the agenda in advance and prepare a few questions — people will notice your engagement.

2. Join a Committee or Working Group

Most clubs have smaller groups focused on:

- Organizing events
- Managing volunteers
- Fundraising or marketing
- Youth engagement or diversity initiatives

This is where real work (and learning) happens! You'll:

- Build hands-on experience
- Collaborate with experienced leaders
- Contribute meaningfully without needing to be elected





Pro tip 😊

- If no group exists, suggest forming one.
- New initiatives show initiative — and leadership.

3. Talk to a Current Board Member



Reach out to someone on the executive board and say: “I’m interested in learning more about how the club works. Can we talk?”



This simple conversation can lead to:



Mentorship or guidance



Early involvement in upcoming projects



A better understanding of where the club needs help

Pro tip 😊



Be curious, not perfect.




Ask what challenges the club is facing




and where new energy is needed.

Taking these steps shows that you're serious — and ready to grow.



Your journey into leadership doesn't begin with a title.



It begins with **participation, curiosity, and courage.**



YOUR VOICE MATTERS

Female athletes bring insight, empathy, and resilience to leadership.

Your journey from the field to the boardroom is not only possible — it's needed.

Let's build better clubs — together. 💪

*Module 1 :
Smart Sports
Club
Management:*

**Digital Tools and Membership Systems
(paper work)**

**Leadership Skills and the Role of Women in
Sports Organizations (conversation- barriers
and opportunities for women in sports
leadership)**

Marketing and Public Relations for Clubs :
Club branding and identity, Social media and
newsletter use, Basics of creating a promotion
plan, Sharing ideas and conclusion

Module 2: Basics of Sports Club Management



Club Structure and Key Functions:



Governance: General Assembly, Executive Board, Supervisory Board



Operations: Coaches, Secretary, Activity Coordinator, Volunteers



Legal Structure: association, sports company, foundation



Finance: budgeting, membership fees, sponsorships, grants

Example
Responsibilities
Table:

Role	Responsibility
Secretary	Manages member records and administration
Coach	Plans and leads training sessions
Sports Manager	Organizes club operations, communicates with partners
Volunteer	Assists in event organization
Executive Board	Makes strategic decisions, oversees club work

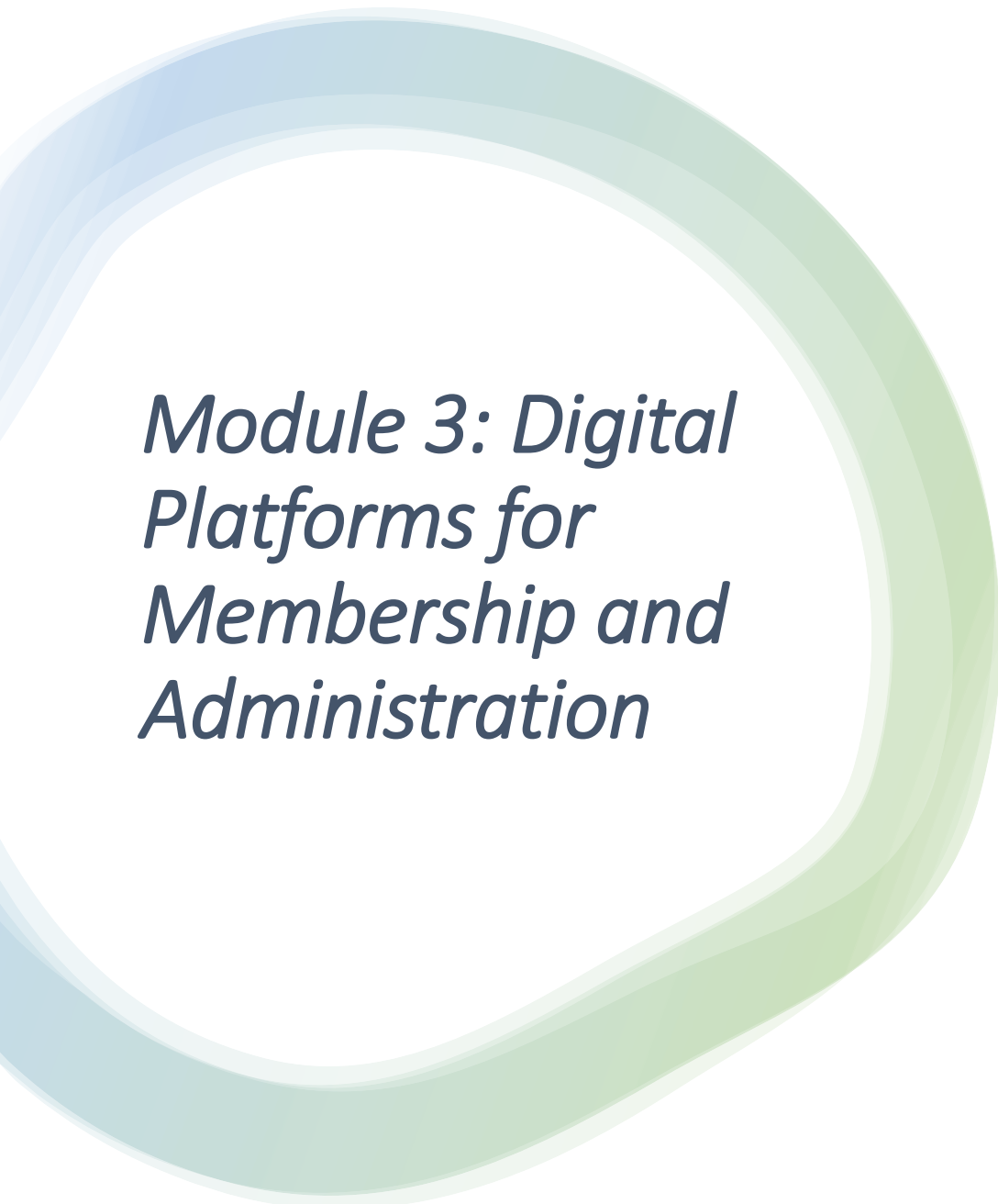


Role of the Sports Manager

- Plans, organizes, and oversees club activities
 - Communicates with members, parents, partners
 - Tracks funding opportunities and submits projects
 - Handles promotion, events, and public relations
-
- The sports manager is the "glue" that connects the sporting and administrative parts of the club.

Amateur vs. Professional Club Comparison Table:

Element	Amateur Club	Professional Club
Goal	Development and recreation	Competition and profit
Funding	Membership fees, local grants	Tickets, TV rights, sponsors
Staffing	Volunteers and freelancers	Employed coaches and managers
Structure	Citizens' association	Sports company or professional entity



Module 3: Digital Platforms for Membership and Administration

- Key digital tools for managing a sports club and enable practical application through hands-on exercises.



Introduction: Why Go Digital?

Traditional challenges:
paperwork,
disorganization,
inefficiency

Benefits: faster
communication,
transparent finances,
easier tracking

Use Cases and Benefits



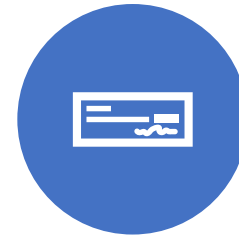
MEMBERSHIP
AUTOMATION



ATTENDANCE AND
PAYMENTS
TRACKING



MEMBER
GROUPING



E-INVOICING, CARD
PAYMENTS



MASS MESSAGING
AND INTERNAL
SHARING

Workshop: Create a Demo Club Profile



MAKE A GROUP OF 5



CREATE CLUB PROFILE WITH NAME,
MEMBER CATEGORIES, ONE EVENT, ONE
ANNOUNCEMENT



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THANK YOU 😊