



PARIS 2024 PARALYMPIC GAMES TOOLKIT



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HOW TO USE THIS TOOLKIT



As we approach the Paris 2024 Paralympic Games, the spotlight on wheelchair basketball will be brighter than ever.

The Games present a brilliant opportunity for us to showcase our sport to new and existing members of the wheelchair basketball community.

To help you make the most of this moment, British Wheelchair Basketball (BWB) have put together an easy-to-use marketing and communications toolkit designed to help increase your club's visibility and impact.



WHY USE THIS TOOLKIT?

MAXIMISE EXPOSURE

The Paralympics will put wheelchair basketball in the limelight through television, social media and press coverage. Using this toolkit will help your club to stand out during this period and make the most of the opportunity.

ENGAGE YOUR COMMUNITY

Attract and retain members by effectively communicating your club's activities and the excitement of wheelchair basketball.

PROMOTE INCLUSIVITY

Highlight the sport's inclusiveness, values and the opportunities it offers by inspiring a diverse range of people to get involved.

ENHANCE PROFESSIONALISM

Present your club in the best light with professional marketing materials.

WHAT'S IN THIS TOOLKIT?

EDITABLE SOCIAL GRAPHICS

These templates have been designed for you to create engaging posts that can be easily customised with your club's branding and event details. Regularly update your social media channels to keep your community informed about what's coming up.

PRESS RELEASE TEMPLATE

When you have newsworthy updates (e.g. an ambassador appearance at your club), you can use this press release template to inform your local media. This will help share stories with a wider audience and gain media coverage.

HOW TO APPROACH THE MEDIA GUIDE

This guide provides step-by-step instructions on how to engage with journalists and media outlets. Learn how to pitch your stories effectively to reach new audiences.

EDITABLE WEBSITE BANNERS

If your club has a website then you can use these customisable banners to share information about upcoming events, open days or club-run activities to generate interest. These can also be used as profile banner images on Facebook or X.

KEY MESSAGES

These are the simple and essential points about wheelchair basketball and your club that should be consistently communicated across all platforms. Clear and consistent key messages help tell compelling stories.

AMBASSADOR BRIEF

Your club may have access to ambassadors in the run-up to the Games. This brief can be used and edited to ensure any ambassadors you work with are able to represent your club and the sport confidently and accurately.

MAKING THE MOST OF THIS TOOLKIT

TAILOR YOUR MESSAGE

Customise the templates to reflect your club's activities and priorities over the coming months.

ENGAGE WITH AUDIENCES

Wherever possible, respond to comments, emails, media enquiries and share user-generated content to help build a strong community.

PLAN AHEAD

Use the calendar we've provided with key Paris 2024 milestones to plan out how you will use these assets.

USE ALL COMMUNICATION CHANNELS

Use your website, social media channels, local media and ambassadors to reach as many people as possible.

PARIS 2024 PARALYMPIC GAMES MILESTONE CALENDAR



This milestone calendar has been created to provide your club with some key dates leading up to the 2024 Paris Paralympic Games to help with social media and PR activities.

Date	Milestone	Recommendations
31 July	One month to go	Hold a Q&A evening at your club with an ambassador and and/or athletes from your club
14 August	Two weeks to go	Promote the date across your club's social media channels
21 August	One week to go	Host an ambassador at your club
28 August	Opening Ceremony	Host a viewing party at your club Live tweet or share updates from the party Encourage local media to attend and interview players
29 August	First day of wheelchair basketball competition	Hold an open day at your club to welcome new and existing members Share British Wheelchair Basketball's social media posts on live score updates/results
8 September	Wheelchair basketball gold medal matches	Collaborate with local schools and hold an open day or a watch party at your club
8 September	Closing Ceremony	Share British Wheelchair Basketball's social media posts

HOW TO USE CANVA FOR SOCIAL MEDIA GRAPHICS



HOW TO USE CANVA TO EDIT GRAPHICS

WHAT IS CANVA?

Canva is a free-to-use online graphic design tool. In this case, it allows you to edit pre-designed template graphics to include specific information or logos relevant to your community. Then export them for your own use.

HOW DO I ACCESS CANVA?

You can sign up for a free account at <https://www.canva.com/>.
Note that you do not need to take up Canva's offer of a 'Pro' trial.

HOW DO I EDIT TEMPLATES TO CREATE MY OWN VERSIONS?

The page that follows this one has links to numerous pre-designed template files for this campaign.

- First, login to your Canva account
- Then click the link that you wish to use, a web page will open in your browser
- Click the purple 'use template for this design' button
- Edit the contents of the graphic within Canva

EXPORTING GRAPHICS FROM CANVA

- Once you have edited your graphic, click the 'share' button from the top right hand corner of your screen
- Select the 'download' option
- Choose your settings and then click the purple 'download' button

CANVA TEMPLATES

Social media post (square)

Edit & Download

Social media story (portrait)

Edit & Download

Web banner (300 x 600)

Edit & Download

Web banner (800 x 800)

Edit & Download

Web banner (1200 x 400)

Edit & Download

Email signature (600 x 300)

Edit & Download

KEY MESSAGES



Key messages are concise, memorable statements that convey the core values, goals, and benefits of the sport, your club and its activities.

These messages ensure consistent communication across all platforms and interactions, helping to effectively promote wheelchair basketball and your club's initiatives.

WHAT ARE KEY MESSAGES

- Core statements: Essential ideas that you want your audience to remember and associate with your club
- Consistent communication: Helps ensure that everyone representing your club shares the same information
- Foundation: Provides a basis for all communications, including press releases, social media posts, speeches and interviews

STEPS TO CREATE KEY MESSAGES

1. IDENTIFY YOUR GOALS

- What's the overarching mission of your club?
- What are your club's specific goals leading up to the Paris Paralympic Games?

2. KNOW YOUR AUDIENCE

- Your key messages may be slightly different depending on who you are speaking to, for example, potential new members versus existing.

3. HIGHLIGHT YOUR CLUB'S UNIQUE SELLING POINTS

- What makes your club different from others in the area?
- What makes wheelchair basketball such a great sport?
- What opportunities can your club offer that others can't?

4. EXAMPLE KEY MESSAGES

These key messages are used by British Wheelchair Basketball to guide their communications:

- As the biggest Paralympic team sport in the UK, wheelchair basketball is an inclusive, fast-paced and fast-growing sport that allows disabled and non-disabled people to compete together in its domestic leagues and competitions
- Wheelchair basketball is an incredibly inclusive sport. Anyone can play or get involved, irrespective of age, gender, ability or background
- Whether playing, supporting, coaching or officiating, wheelchair basketball has the power to change lives
- Wheelchair basketball is more than a sport; it's a powerful conduit for building physical and emotional connections within its community

For your club, you might want to consider key messages such as:

- We provide a welcoming and supportive environment where everyone can enjoy the benefits of wheelchair basketball, regardless of physical ability or experience
- We are committed to fostering a sense of community among our players, coaches and supporters
- Our facilities are fully accessible, and we provide all necessary equipment to get you started in the game

HOW TO APPROACH THE MEDIA



As the Paris 2024 Paralympic Games draw nearer, now is a prime time to generate local media interest in your club and its activities.

Effective media coverage can significantly boost awareness, participation and support for your club, especially around key activities or events coming up over the next few months.

This guide will provide you with practical steps to engage with the media and secure coverage.



1. UNDERSTAND YOUR STORY

IDENTIFY THE KEY MESSAGES

What makes your event or activity newsworthy? Highlight the unique aspects, such as ambassador involvement, community impact, inspiring athlete stories that will make your story stand out

TIMING

Ensure your story is timely and relevant to ensure media interest

2. PREPARE YOUR MATERIALS

PRESS RELEASE

Using the template provided, draft a clear and concise press release with all essential information: who, what, when, where, why and how. Include quotes from key figures such as your club chairperson, athletes or an ambassador

IMAGES

Gather high-quality photos to accompany your press release

3. BUILD A MEDIA LIST

LOCAL MEDIA OUTLET

Identify newspapers, TV and radio stations, online news sites and local bloggers who are likely to cover your activity, event or announcement

CONTACT INFORMATION

By doing your research on these outlets you should be able to compile a list of journalists' email addresses and phone numbers. If you are struggling, please contact the British Wheelchair Basketball team who may be able to help you

4. CRAFT YOUR PITCH

PERSONALISE

Address each journalist by name and tailor your pitch according to their outlet's particular interests. Mention why your story would resonate with their audience

SUBJECT LINE

Write an engaging subject line for your pitch email to grab their attention

BE CONCISE AND CLEAR

Keep your pitch clear, highlighting the most newsworthy elements of your event or story

5. MAKE CONTACT

TIMING

Make sure you share your materials in advance of your event/activity where possible to give the media as much notice in case they want to attend or report on it

FOLLOW-UP

If you don't receive a response within a few days, send a polite follow-up email or give the journalist a call

6. PREPARE FOR INTERVIEWS

SPOKESPERSON

If a spokesperson from your club is likely to be requested for an interview, make sure they are confident and comfortable in doing so

TALKING POINTS

Develop a short list of talking points and practice answering potential questions to ensure messaging is clear and consistent

By following these steps, your club can effectively engage with the media to secure local coverage and raise the profile of your events and activities leading up to the Paris Paralympic Games.

Remember that the British Wheelchair Basketball communications team is on hand to provide any support you may need.



If you have any questions about how to use this toolkit, please contact the British Wheelchair Basketball Communications Team via comms@britishwheelchairbasketball.co.uk