

Creating a fan club for your team is a lot like creating and forming your sport's team.

### **1. Decide on the name**

The first step is to decide on the name of your fan club. Naturally, you'll want to incorporate the name of your team to make it obvious that this is the official fan club associated with your team and to maintain brand recognition and consistency.

You can keep it simple and opt for something like "Team Name Official Fan Club" or you could get creative and use words that are closely related to the name of your team or even use a shortened version of your team's name.

### **2. Research legal obligations**

You'll also want to research legal obligations and requirements to form an official fan club. This can vary from state to state and country to country so you'll need to investigate whether or not you need to officially register your fan club, the correct legal structure for the club, what are the fees associated with it, and are there any legal guidelines to follow.

### **3. Come up with requirements to become a member**

Once you've decided on the name and you know what will it take for your team to become an official, legal entity you can start working on member requirements. You can take a look at how the big name teams do it and use their requirements as the basis or you can come up with your own.

## 4. Create member guidelines

The next step is to create member guidelines. After all, a fan club will be an extension of your team and the last thing you want is for some fans to paint your team and club in a negative light. A basic set of rules that talk about the spirit of your team and expected behaviour will go a long way towards ensuring your team is positively represented.

## 5. Recruit your first members

Now that the hard work is behind you, you can start recruiting your first members. Use your next match as an opportunity to recruit members, announce it on social media.

## 6. Integrate the Fan Club With Your Site

The easiest way to add the fan club to your site is with a membership plugin. You can use a plugin like WordPay to create a new user role for your fan club members and a membership plan.

Here's a brief rundown of the steps needed to integrate your fan club into your site:

1. Install WordPay plugin by going to your dashboard and navigating to **Plugins > Add new**, then click on **Activate** to activate the plugin.
2. Go through the setup process and allow the plugin to install necessary pages and setup your payment options.
3. Once the plugin is active and configured, go to **WordPay > Subscription Plans > Add new**.

4. Enter the name for your subscription plan and make sure to select **Create new user role from this Subscription Plan** next to the User role field.

5. Enter the price and leave the duration at **0** for unlimited duration. Then click **Save subscription**.

## 7. Come Up With Exciting Perks for Your Fan Club Members

The last thing to consider when it comes to creating a fan club for your team is perks that the members will benefit from. Here are a few ideas to consider, aside from exclusive content:

- In-person hangouts with team members - as mentioned earlier in the article, giving your fans a chance to socialize with team members will strengthen the bond between your fans and your team as well as make them loyal team advocates
- VIP game tickets - consider designating the best seats in your venue as fan club only, available only to members of your fan club
- Customized team swag - if you already sell team swag in your store, consider adding customizable items and making them member's club exclusive. Your team's jersey with a fan's name, a coffee mug with a personalized photo of the team with the fan or a signed ball are all great examples of items that can make your fans feel special.