

We're excited to welcome you onto the FanHub team!

Working together as Hustlers and Engagers, you're going to play a big part in changing the game for fans.

This guide provides important first steps, and guidance on how to be successful in your new role.

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WELCOME!

HUSTLERS

Bring fans into FanHub by spreading the word



Fan downloads FanHub app

ENGAGERS

Keep fans in FanHub by engaging with them



CHANGING THE GAME FOR FANS!



SIGN THE GAME CHANGER AGREEMENT

It's important to us that we protect fans' data, so in order to get started we need you to agree to a few terms and conditions.

Please find the agreement in your FanHub email inbox.



READ THIS GUIDE CAREFULLY

We've provided tried and tested steps in this guide. Be sure to read everything carefully to ensure you are successful in the role - including the appendix which contains useful resources!



SET UP YOUR FANHUB EMAIL

All FanHub communications will now be via your FanHub email. Get it set up on your mobile device so you don't miss anything. Instructions available in [the Webmail client](#).



JOIN DISCORD, OUR TEAM COLLABORATION TOOL

Join using this link: <https://fan-hub.com/join-discord>

Message Harley once signed up to be added to the exclusive #game-changer channel. It is highly recommended you install the mobile app, too.



Your role is to grow the FanHub community by spreading the word about what we're doing.

FIRST DUTIES:

RECRUIT CONTENT CREATORS

Message content creators not featured in FanHub, telling them they're missing out and you can help them skip the application process with an introduction to the FanHub central team. A template message is available [in the appendix](#).

REPRESENT THE APP PUBLICLY

Using the app publicly will authentically show fans what they're missing out on!

- Lineup predictions, asking others for theirs
- Leaderboard updates, rallying your fanbase
- Rewards winners, recognising the best fans
- Content feed items, encouraging views via FanHub
- Golden tickets, inviting fans to skip the waitlist

PLATFORMS TO USE: Twitter, Facebook Groups, Forums.

Think outside the box for ways you can reach fans of your club and report back to the #game-changers group if successful!



Your role is to engage with members of the FanHub community, ensuring they love their experience of FanHub.

FIRST DUTIES:

WELCOME NEW JOINERS TO THE FANHUB COMMUNITY

Each week we will send you a list of fans that have joined your fanbase in FanHub. You'll reach out to each of them personally, making use of the relevant template provided in [the appendix](#), to introduce yourself and provide a welcoming experience.

REACH OUT TO DISENGAGED FANS

Each week we will send you a list of fans that have stopped using FanHub. You'll send an email to every fan, making use of the relevant template provided in [the appendix](#), to find out why they left and to see whether we can get them back!



IMPORTANT: All email **MUST** be sent to and from your FanHub email address.

Under no circumstances should you use your personal email address for FanHub related comms.

 We're offering rewards to Game Changers that make a contribution to our cause!

HUSTLERS

LEVEL 1 - 100 FANS SIGNED UP

A FanHub Game Changer shirt and bobble hat

LEVEL 2 - 250 FANS SIGNED UP

2 x Six pack of FanHub beer

LEVEL 3 - 500 FANS SIGNED UP

£50 terracelife.co voucher

LEVEL 4 - 1,000 FANS SIGNED UP

An exclusive Game Changer award, in-app badge and a £100 voucher

LEVEL 5 - 2,000 FANS SIGNED UP

Your next season ticket on us!

ENGAGERS

LEVEL 1 - INCREASE FANBASE ENGAGEMENT BY 2.5%

A FanHub Game Changer shirt and bobble hat

LEVEL 2 - INCREASE FANBASE ENGAGEMENT BY 5%

2 x Six pack of FanHub beer

LEVEL 3 - INCREASE FANBASE ENGAGEMENT BY 7.5%

£50 terracelife.co voucher

LEVEL 4 - INCREASE FANBASE ENGAGEMENT BY 10%

An exclusive Game Changer award, in-app badge and a £100 voucher

LEVEL 5 - INCREASE FANBASE ENGAGEMENT BY 15%

Your next season ticket on us!

- [FanHub Comms Templates](#)
- [FanHub Assets \(Graphics & Videos\)](#)
- [Information for Content Creators](#)
- ["USING FANHUB TO ENGAGE YOUR AUDIENCE" guide](#)