



**GRASSROOTS
WEEK 2026**

NATIONAL ASSOCIATION COMMUNICATIONS TOOLKIT

21-30 September 2026



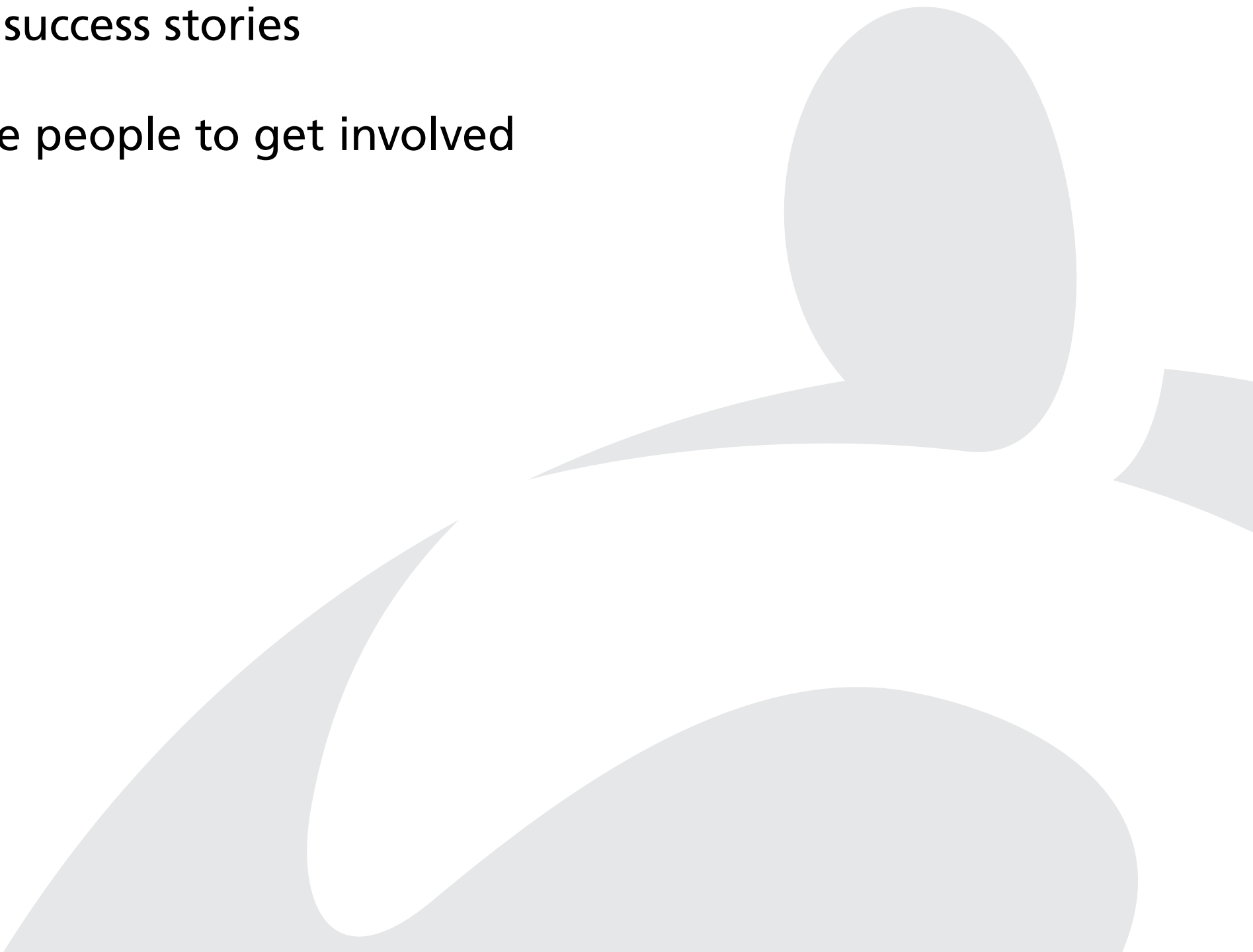
Official Partner



WELCOME TO GRASSROOTS WEEK

- UEFA Grassroots Week is an annual celebration of community football across Europe.
- From 21–30 September, all 55 UEFA National Associations will come together to recognise the people, clubs and programmes that make football possible every day.
- Aligned with the European Week of Sport, the campaign shines a spotlight on the coaches, volunteers, referees, teachers, parents and players who help football thrive in local communities.
- UEFA has partnered with Lidl to support Grassroots Week and community football.
- This toolkit has been created to help you tell those stories through your own channels, using a range of ready-to-use communications assets.

Why this is important

- Celebrates grassroots football
 - Inspires participation
 - Showcases local success stories
 - Encourages more people to get involved
- 

EUROPEAN WEEK OF SPORT

UEFA Grassroots Week supports the European Week of Sport and its **#BeActive** campaign. Led by the European Commission, the initiative has encouraged people to participate in sport and physical activity since 2015, regardless of their age, background or ability. It highlights the physical, mental and social benefits of being active, not only during the week, but throughout the year.

The 2026 European Week of Sport takes place from **23–30 September**, bringing communities together through activities in schools, clubs, workplaces and public spaces across Europe.

#BEACTIVE
EUROPEAN WEEK OF SPORT



YOUR ROLE AND HOW UEFA WILL SUPPORT

As a UEFA National Association, you play a vital role in bringing UEFA Grassroots Week to life.

Whether you're sharing social media posts or organising a community event, every story helps demonstrate the positive impact football has in your country.

We encourage every National Association to tailor the campaign to reflect local programmes, people and communities.

How we'll support you

- Provide social media templates (posts, stories, reels)
- Draft press release (customisable for your country / programme)
- Event branding: banners, signage, media backdrops, awards (for volunteers or participants)

Your priority actions

- Share grassroots stories of players, coaches, referees and volunteers on your social media
- Adapt the press release, post it on your website and share with your local media contacts
- Engage with schools, partners and local communities/clubs to showcase all grassroots touchpoints in your country
- In your stories and social posts, highlight what makes grassroots unique in your country
- Tell UEFA about your activity

CAMPAIGN TIMELINE

- **Early September**
Toolkit and assets distributed
- **Early September**
Plan local activity
- **21-30 September**
UEFA Grassroots Week
- **October**
Share results and highlights with UEFA



WHAT'S INCLUDED

Communications assets

- Social media templates
- Suggested copy
- Campaign hashtags

PR assets

- Press release template

Event assets

- Banners
- Signage
- Media wall
- Volunteer recognition templates



CREATING GREAT CONTENT

Celebrate the people behind the game. Look for authentic stories from your grassroots community.

Great examples include:

- **People**
Young players, volunteers, coaches, referees, families
- **Programmes**
UEFA Playmakers, Football in Schools, club development
- **Places**
Community football projects, schools, clubs, scenic pitches



CAMPAIGN MESSAGES

Across all communications, reinforce that:

- Football is for everyone
- Grassroots football is where every journey begins
- Local clubs strengthen communities
- Volunteers make football possible
- Everyone should have the opportunity to play
- UEFA Grassroots Week celebrates football at every level



SOCIAL MEDIA TEMPLATES

We encourage every National Association to post at least once during UEFA Grassroots Week using the campaign assets provided.

Here are some ideas to help bring the campaign to life:

- **Celebrate your grassroots heroes** by spotlighting a coach, volunteer, referee or community leader making a difference through football.
- **Follow a player's journey** by visiting the grassroots club where one of your national team players first fell in love with the game.
- **Show football in action** by capturing training sessions, festivals, school visits or local matches taking place during the week.
- **Share the impact** of your programmes by highlighting initiatives such as Football in Schools, UEFA Playmakers or other grassroots projects helping grow the game.

- **Tell stories from your community** by featuring players, parents, clubs and volunteers who demonstrate football's positive impact beyond the pitch.
- **Inspire participation** by encouraging children, young people, parents and volunteers to find out how they can get involved in grassroots football in your country.

Best practice:

- Use your national language(s) to reach local audiences
- Tailor your content to reflect your local communities and grassroots programmes
- Use authentic photography and video wherever possible
- Tag @UEFA where appropriate and include #UEFAGrassrootsWeek on all campaign posts

USING THE ASSETS

Please note

- National Associations will receive UEFA branded campaign assets
- Please use only the assets supplied to you by UEFA – these can be tailored and amended with your own on-asset copy and imagery
- Do not add, remove or recreate campaign branding
- Always use your own imagery wherever possible to showcase grassroots football in your country



OVERVIEW





username



 **GRASSROOTS WEEK 2026**



 10.5K

 5,555

 50K



username



 **GRASSROOTS WEEK 2026**



 10.5K

 5,555

 50K



username



 **GRASSROOTS WEEK 2026**

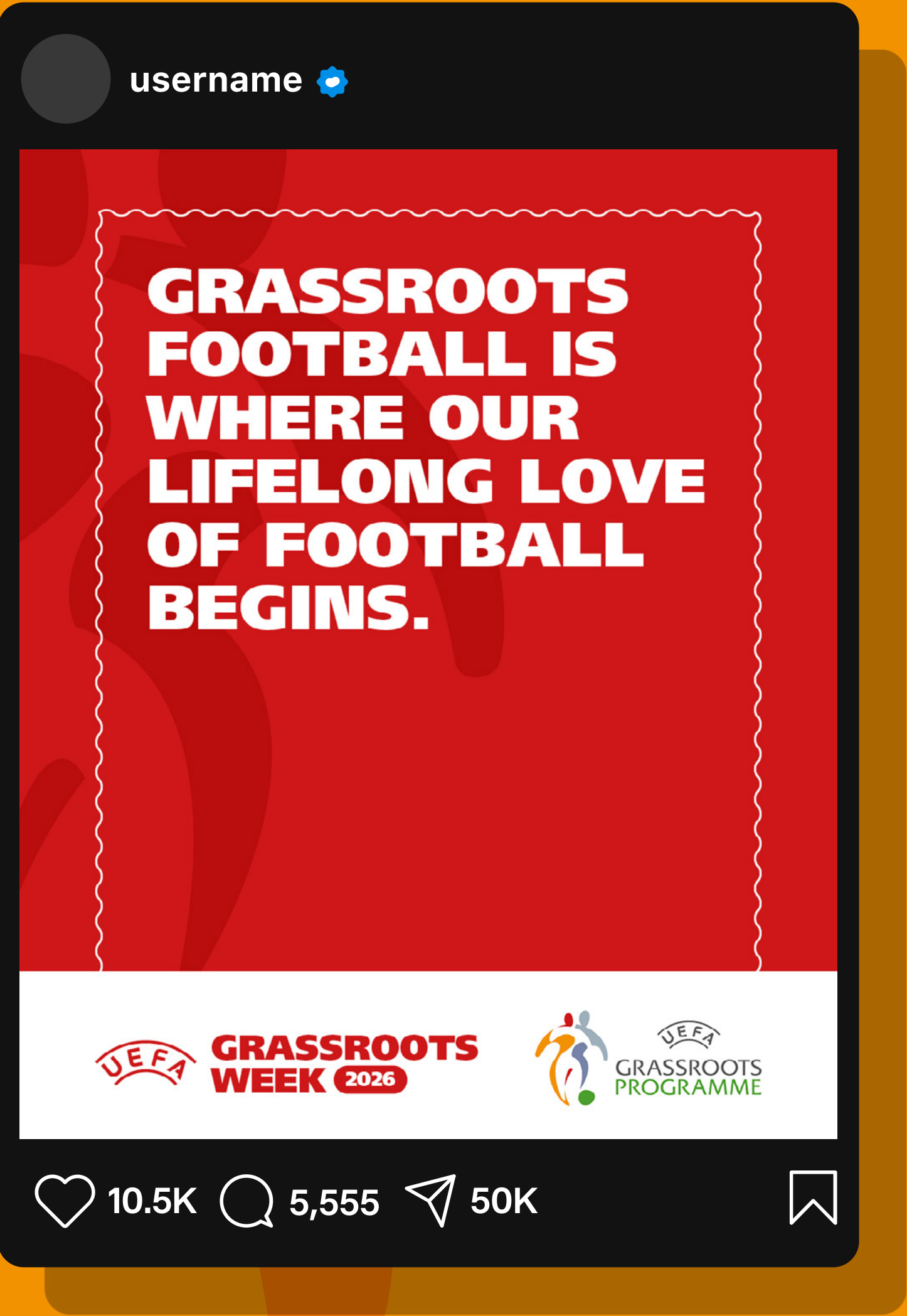


 10.5K

 5,555

 50K







username



username



username



**GRASSROOTS
WEEK 2026**



UEFA
GRASSROOTS
PROGRAMME

**GRASSROOTS
FOOTBALL IS
WHERE OUR
LIFELONG
LOVE OF
FOOTBALL
BEGINS.**



username 









UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026

UEFA
GRASSROOTS
WEEK 2026





THIS CERTIFICATE IS PROUDLY PRESENTED TO

**PARTICIPANT
NAME**

FOR ACTIVELY PARTICIPATING IN



HELD ON [DATE] AT [VENUE/ORGANIZATION].

FORENAME SURNAME
CHIEF EXECUTIVE OF NATIONAL ASSOCIATION

OLIVIA DOGLIA
UEFA CHIEF OF FOOTBALL DEVELOPMENT



THIS CERTIFICATE IS PROUDLY PRESENTED TO

**PARTICIPANT
NAME**

FOR ACTIVELY PARTICIPATING IN



HELD ON [DATE] AT [VENUE/ORGANIZATION].

FORENAME SURNAME
CHIEF EXECUTIVE OF NATIONAL ASSOCIATION

OLIVIA DOGLIA
UEFA CHIEF OF FOOTBALL DEVELOPMENT







UEFA GRASSROOTS WEEK 2026



UEFA GRASSROOTS WEEK 2026



UEFA GRASSROOTS WEEK 2026

SHARE YOUR STORY

Make UEFA Grassroots Week local, personal and newsworthy.

Localise the story

Use the UEFA press release as your starting point, then bring it to life with:

- Local participation stats & impact
- Inspiring grassroots stories
- Local programmes & initiatives
- Quotes from people making a difference

Put people front & centre

Consider spokespeople who can bring the story to life:

- President / General Secretary
- Head of Grassroots Football
- National team players / ambassadors
- Coaches & volunteers
- Players, families & community voices

Create media moments

Turn your activity into a story by:

- Inviting local media to events
- Sharing inspiring grassroots stories
- Offering strong photo & video opportunities
- Highlighting the impact on local communities
- Giving more people a reason to get involved

Be media-ready

Make sure spokespeople can clearly answer:

- What is UEFA Grassroots Week?
- Why does grassroots football matter here?
- What is your National Association doing?
- How can people get involved?
- What impact is football having in local communities?

IMPORTANT: Please do not amend the official UEFA quote included in the press release template.

HOSTING AN EVENT

Whether you're planning a festival or a local activation, use UEFA Grassroots Week to celebrate the people and programmes growing football in your country.

Celebrate grassroots football

Host a festival, open training session or community football event.

Inspire the next generation

Invite a national team player to visit a grassroots club or school.

Recognise local heroes

Celebrate coaches, volunteers, referees and clubs making a difference.

Encourage participation

Promote opportunities to play, coach, referee or volunteer.

Make the most of your event

- Use the UEFA Grassroots Week branding provided
- Capture content for your social channels and website
- Invite local media to attend and share your story
- Always secure the appropriate permissions before featuring children in content



WE'RE HERE TO HELP

Please tell us how you're supporting UEFA Grassroots Week.

We'll amplify selected stories across UEFA channels throughout the campaign.

grassroots@uefa.ch





**GRASSROOTS
WEEK 2026**

THANK YOU



Official Partner

