To the member associations of FIFA
Circular no. 1399

Zurich, 11th December 2013
DSG/tre/jne/mcr

FIFA’s “LIVE YOUR GOALS” campaign available for member associations

Dear Sir/Madam,

FIFA’s “LIVE YOUR GOALS” campaign was launched at the FIFA Women’s World Cup Germany 2011™, and since then it has evolved into one of FIFA’s most recognised initiatives in women’s football.

Following a first pilot phase in 2012-2013, FIFA would like to make “LIVE YOUR GOALS” available to member associations, as part of its support for women’s football development as well as to ensure that the campaign has a worldwide impact.

FIFA hopes that “LIVE YOUR GOALS” will help member associations to attract more girls to playing football, in line with the campaign’s main objectives. It will be also a platform to showcase female players’ achievements in your country and to promote the sport in general.

In 2012-2013, some member associations implemented the campaign locally, linking their development activities and overall promotion of women’s football with “LIVE YOUR GOALS”. The results were positive during this first pilot phase, with an increase in the number of girls participating at grassroots level as a result. Over 6000 girls in total participated in the “LIVE YOUR GOALS” festivals organised during the pilot phase in Japan, Azerbaijan, Costa Rica and Republic of Ireland.

The second pilot phase will be in 2014 and FIFA will allocate a maximum of 20 "LIVE YOUR GOALS" projects worldwide. Member Associations interested in being part of this phase will have to send their applications in accordance with the enclosed guidelines and procedures established to implement the campaign.
We would like to emphasise that member associations must have a dedicated staff member i.e. a coordinator/manager to be able to implement the campaign locally. Please find below a summary of the criteria to be fulfilled by member associations applying for this initiative:

**Member associations' criteria for applications:**

Each member association applying for the local implementation of the “LIVE YOUR GOALS” campaign should fulfil the following criteria:

- Have one person responsible for the implementation of the campaign (full-time contract with the association)
- Submit a complete application form to implement the “LIVE YOUR GOALS” campaign
- Have a four-year plan on the campaign implementation with clear objectives focused on increasing participation and promoting football among women and girls
- Have a grassroots development plan in coordination with schools and clubs
- Have a website with a section on “LIVE YOUR GOALS”
- Provide details on the funding that the association will allocate to roll-out the campaign
- Select the female player(s) (at least one, maximum three players) who will be the face(s) of “LIVE YOUR GOALS” in the country, and send high-resolution photos
- Provide a design concept for festivals and events

**“LIVE YOUR GOALS” application form:**

- Please find enclosed an application form that has been created for member associations to apply for “LIVE YOUR GOALS”.
  - **Please note that member associations interested in applying for “LIVE YOUR GOALS” (2014-2015) should submit their applications by 25 February 2014 at the latest.**

**“LIVE YOUR GOALS” guidelines for member associations:**

- The enclosed guidelines must be followed when associations are preparing their applications.

FIFA will be happy to provide further information and guidance on the “LIVE YOUR GOALS” campaign – please contact us at the FIFA Member Associations & Development Division (Women’s Football Development).
We look forward to receiving your applications and hope that this initiative will have a direct impact on the number of girls participating in football worldwide.

Thank you for your cooperation.

Yours faithfully,

FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION

Markus Kattner
Deputy Secretary General

Cc: Confederations
    FIFA Development Offices
Application Form  
FIFA LIVE YOUR GOALS Campaign  
To be completed by member associations

<table>
<thead>
<tr>
<th>Member association name:</th>
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<tbody>
<tr>
<td>Contact person:</td>
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<tr>
<td>E-mail address:</td>
<td></td>
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<tr>
<td>Phone &amp; fax:</td>
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</table>

**Project details:**

<table>
<thead>
<tr>
<th>Date of the launch of the LIVE YOUR GOALS campaign in your country:</th>
<th></th>
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<tbody>
<tr>
<td>Project main objective:</td>
<td></td>
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<tr>
<td>Project description (Please provide a brief description of the project):</td>
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</table>

<table>
<thead>
<tr>
<th>Total number of planned LIVE YOUR GOALS festivals/events:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of girls participating at youth (U-17) &amp; grassroots level (U-12) in your country:</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Number of targeted girls:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Please specify how many girls you expect to participate in all the planned LIVE YOUR GOALS festivals</td>
<td></td>
</tr>
</tbody>
</table>

| Number of female coaches involved in the project: |  |
Application Form
FIFA LIVE YOUR GOALS Campaign
To be completed by member associations

Planning
 Please provide a short overview of the events planned in the current year. Including festivals, camps, press-conferences, players' interviews etc.:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Remarks</th>
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<tbody>
<tr>
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General information:

Venue(s):
*Note that where possible the events should take place a FIFA Goals projects or a facility own by the Member Association*

Customs restriction for material:

Other:
**Application Form**
**FIFA LIVE YOUR GOALS Campaign**
To be completed by member associations

**Budget details** (for the whole project – four years plan)

<table>
<thead>
<tr>
<th></th>
<th>Currency</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Total costs of the project:</td>
<td>USD</td>
<td></td>
</tr>
<tr>
<td>Amount to be invested by the Member Association:</td>
<td>USD</td>
<td></td>
</tr>
<tr>
<td>Total amount requested from FIFA:</td>
<td>USD</td>
<td></td>
</tr>
<tr>
<td>Other sources:</td>
<td>USD</td>
<td></td>
</tr>
</tbody>
</table>

**Budget forecast:**

Please specify which of the following items would be covered by FIFA's funds and the amount per item (where applicable). Use the empty boxes for any items not specified.

<table>
<thead>
<tr>
<th>Items</th>
<th>Costs - local currency</th>
<th>Costs - USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production of “LIVE YOUR GOALS” branding material (one-off cost)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation of “LIVE YOUR GOALS” festivals/events (total)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-board accommodation for FIFA representatives: instructors, ambassadors, others (if applicable)</td>
<td></td>
<td></td>
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<tr>
<td>Venue(s) rental (if applicable)</td>
<td></td>
<td></td>
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<tr>
<td>Promotion</td>
<td></td>
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<tr>
<td>Organisational matters</td>
<td></td>
<td></td>
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<tr>
<td>Medical expenses (medical assistance on the field)</td>
<td></td>
<td></td>
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<tr>
<td>Water (approximate costs of water bottles for the festivals)</td>
<td></td>
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<tr>
<td>Other</td>
<td></td>
<td></td>
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<tr>
<td>Other</td>
<td></td>
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</tr>
</tbody>
</table>

**Total expenditure**
Application Form
FIFA LIVE YOUR GOALS Campaign
To be completed by member associations

Please provide the following documentation as requested within the “Guidelines for member associations” document

1. “LIVE YOUR GOALS” campaign four years plan;

2. Campaign Communication plan in coordination with local media, including the creation of a section on “LIVE YOUR GOALS” within the website of the association (if applicable), communication strategy and press conferences (see section 9 below);

3. Four years plan for grassroots development for girls (6-12 years old);
   - The execution of the campaign must be linked to a grassroots project for girls (as mentioned above) in coordination with schools and/or clubs. Please include in the application the approximate number of girls expected to participate in the project, age group and format of the festival(s). This will allow FIFA to order the correct football equipment for the festivals.

4. Planning of festivals and events for the current year and where possible for a four years period, including timings and contact details;

5. Budget forecast:
   - Provide details on the funding that the Association will allocate to roll-out the campaign
   - Member Associations should also commit to financial backing for the campaign aside from FIFA’s support

I, the undersigned, certify that the information provided represents a true and fair summary of the project and that the documentation provided is accurate in relation to the above mentioned objectives.

Member Association General Secretary (Date)

Member Association Technical Development Director (Date)
FIFA’s “LIVE YOUR GOALS” campaign

Introduction and guidelines for Member Associations
Background

FIFA’s “LIVE YOUR GOALS” campaign was launched at the FIFA Women’s World Cup Germany 2011™, and since then it has evolved into one of FIFA’s most recognised initiatives in women’s football.

Following a pilot phase in 2012-2013, FIFA would like to make “LIVE YOUR GOALS” available to member associations, as part of its support for women’s football development as well as to ensure that the campaign has a worldwide impact.

The “LIVE YOUR GOALS” campaign will aid member associations as they strive to create awareness and to develop football for girls and women in their respective countries.

Main target:

- Girls from 6 -16 years of age with a casual interest in football
- Girls and young women from 8-24 years old who play football

Objectives

The “LIVE YOUR GOALS” campaign will support member associations as they strive to create awareness of and develop football for girls and women in their respective countries.

The objectives of the “LIVE YOUR GOALS” campaign are to:

- Increase the popularity of women’s football locally, nationally and globally
- Spark, foster and generate excitement about women’s football
- Increase participation of girls and women in football
- Create the best platforms for women’s football to thrive, with more females becoming lifelong participants in the sport
- Ensure that football is the number one sport for females across the globe in terms of participation and popularity

Implicit “LIVE YOUR GOALS” campaign messages are:

- Girls and young women will be inspired to participate in the world’s most popular game and show that they can achieve their goals through football.
- Women’s football is growing rapidly and provides golden opportunities for girls and women to develop healthy lifestyles and participate in the sport as players and professionals.
- Female players around the world are role models of footballing excellence and technique, perseverance, discipline, teamwork, respect and fair play.
- Football can help improve girls’ and women’s status in society and tackle fundamental problems such as gender prejudice and discrimination.
- Empowering girls and young women and increasing their participation in the game is a priority for FIFA and for the development of football
Implementation of the “LIVE YOUR GOALS” campaign by member associations:

In order to benefit from “LIVE YOUR GOALS”, member associations should fulfil the following requirements:

- Have one person responsible for the implementation of the campaign (full-time contract with the association).
  - This could be the person responsible for women’s football at the association.
- Submit a complete application form to implement the “LIVE YOUR GOALS” campaign with clear objectives that are in line FIFA’s global objectives, accompanied by:
  - “LIVE YOUR GOALS” campaign four years plan;
  - Campaign communication plan in coordination with local media, including the creation of a section on “LIVE YOUR GOALS” on the website of the association (if applicable), communication strategy and press conferences (see section 9 below);
  - Four-year plan for grassroots development for girls (6-12 years old);
    - The execution of the campaign must be linked to a grassroots project for girls (as mentioned above) in coordination with schools and/or clubs
    - The approximate number of girls expected to participate in the project, age group and format of the festival(s) should also be included in the application. This will allow FIFA to order the correct football equipment for the festivals
  - Planning of festivals and event for the current year and where possible for a four-year period, including timings and contact details.
- Provide details on the funding that the association will allocate to roll out the campaign.
  - Member associations should also commit to providing financial backing for the campaign in addition to FIFA’s support.
- Select the female player(s) (at least one, maximum three players) who will be the face(s) of “LIVE YOUR GOALS” in the country, and send high-resolution photos.
- Provide a design concept for festivals and events: each association must provide a design project for the branding material of the campaign, with the necessary measurements.
  - The design concept should be submitted once the member association has received FIFA’s approval confirmation letter.
  - The designs will be exclusively created by the FIFA Brand Management department, and should be printed exactly as they are sent.
  - Member associations must submit their concept to FIFA to receive permission for use of the marks.
  - Member associations are not entitled to use the “LIVE YOUR GOALS” wording and logos or similar terms without FIFA’s approval, due to trademark laws and regulations.
- “LIVE YOUR GOALS” activities must not directly involve any member association sponsors or third-party commercial entities, due to FIFA’s contractual obligations (see also the chapter on branding below).
Timing

FIFA recommends allowing sufficient time for concept discussions and preparations. A full concept must be provided at least three months before the first event takes place. A full action list is provided in Appendix 1.

Deadline for applications is 25 February 2014.

FIFA support

FIFA will support the member associations as follows:

- **Conceptual support**: On receipt of the member association’s proposal, FIFA will be able to offer advice on how to integrate “LIVE YOUR GOALS” and help to develop a final concept including communications, marketing and implementation of the campaign.

- **Marks**: FIFA is the owner of the “LIVE YOUR GOALS” campaign and the respective marks and will trademark the “LIVE YOUR GOALS” logo as appropriate in the relevant country.

- **Branding**:  
  o FIFA will provide “LIVE YOUR GOALS” branding images and tools when the concept has been finalised and the member association has confirmed the dimensions of the branding material.  
  o The “LIVE YOUR GOALS” branding images will be designed by the FIFA Brand Management department in cooperation with the member association and made available for production.

- **Organisation of FIFA “LIVE YOUR GOALS” Girls Festivals**:  
  o Football equipment  
  o Promotional material (leaflets, brochure and clips)  
  o Appointment of FIFA ambassadors or instructors for women’s football at the request of the member associations and on a case-by-case basis.

- **Showcasing Member Associations Projects**: FIFA will showcase the “LIVE YOUR GOALS” associations’ projects through FIFA’s platforms, including: FIFA.com, Facebook pages, Twitter and YouTube channel.

- **Funding**: Dependant on the size of the project and overall impact. Member associations should submit a detailed budget forecast including the organisation of Girls’ Festivals and the production/printing of branding material.
Branding

As soon as FIFA has approved the concept, the member association is required to send an overview of the design concept for branding material, such as field boards, entrance gate, flags, printed material and other signage. A location plan and specific measurements of all the branded material is required.

Based on this information, FIFA Marketing will design and provide:

- The “LIVE YOUR GOALS” branding images (see an example in Appendix 2).
- The actual print and production of the branding material is the responsibility of the member association. It is important that this material is printed with high quality. For timings, please see the action list in Appendix 1.

Please note that it is not possible to include sponsors in the “LIVE YOUR GOALS” campaign.

- This is due to FIFA’s contractual obligations with its partners.
- However, it is possible for FIFA Partners and National Supporters to be associated with an upcoming FIFA event in the host country (e.g. a stand at a game with information material).
- It is important that such activities are submitted to FIFA’s Member Associations & Development Division and FIFA Marketing beforehand for approval.

Communication plan

The “LIVE YOUR GOALS” campaign and related events should be promoted to the media and the public. At the event itself, a press conference must be conducted:

- As such the member association must develop a communication plan in direct connection with the events organised i.e. festivals, camps, visits to schools, etc.
- Potential promotional measures include press releases, radio spots and interviews, interviews with national players or similar in newspapers, etc.
- At the event itself, a press conference must be conducted with the presence of the MA’s key individuals (President, general secretary, person responsible for women’s football), national women’s team players and others.
- Female players from the national team, former national team players, coaches and key personalities from the world of football (for example, the President of the respective association) should attend the event in order to attract media coverage.
- It is important to plan the location, timing, attendees and run-down of the press conference and to inform and invite the media beforehand.
- There should also be a mixed zone after the event. The timing and location of the mixed zone needs to be defined and communicated to the media and participants.
- There must be a photographer on site, and pictures must be made available immediately after the event.
- After the event, a media release must be sent to the national media along with an article plus pictures to FIFA.com for publication on the “LIVE YOUR GOALS” site.
- There are also other reporting options for the event (e.g. video news release, Twitter, etc.).
Contact

If you are interested in implementing the “LIVE YOUR GOALS” campaign, please contact Mayi Cruz Blanco, FIFA Senior Women’s Football Development Manager at Mayrilian.CruzBlanco@fifa.org.
**Appendix 1:**

**Action list**

<table>
<thead>
<tr>
<th>Action</th>
<th>Who</th>
<th>Timing</th>
<th>Actual dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact FIFA and send the official application form together with additional information (section 1 above), including preliminary planning and budget forecast</td>
<td>MA</td>
<td>By 25 February 2014</td>
<td></td>
</tr>
<tr>
<td>Provide shipping address and contact person for the entire project</td>
<td>MA</td>
<td>x - 3 months</td>
<td></td>
</tr>
<tr>
<td>FIFA's approval</td>
<td>FIFA</td>
<td>30 working days</td>
<td></td>
</tr>
<tr>
<td>Submit design concept for branding material (including location plan, measurements of branded elements) and 3 offers from potential production companies</td>
<td>MA</td>
<td>x - 2 months</td>
<td></td>
</tr>
<tr>
<td>Provide names and high-resolution and unbranded pictures of national women's team players</td>
<td>MA</td>
<td>x - 2 months</td>
<td></td>
</tr>
<tr>
<td>Invite national women's team players and VIPs to the next event</td>
<td>MA</td>
<td>x - 2 months</td>
<td></td>
</tr>
<tr>
<td>Contact FIFA ambassadors or FIFA representative (if available)</td>
<td>FIFA</td>
<td>As soon as dates are confirmed</td>
<td></td>
</tr>
<tr>
<td>Prepare branding images including “LIVE YOUR GOALS” branding</td>
<td>FIFA</td>
<td>x - 6 weeks</td>
<td></td>
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<tr>
<td>Ship material (if applicable)</td>
<td>FIFA</td>
<td>x - 4 weeks</td>
<td></td>
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<tr>
<td>Print branded material (through agency)</td>
<td>MA</td>
<td>x - 4 weeks</td>
<td></td>
</tr>
<tr>
<td>Prepare media activities (invite media, book photographer/film crew etc., prepare press release)</td>
<td>MA</td>
<td>x - 4 weeks</td>
<td></td>
</tr>
<tr>
<td>Plan and organise festival operations, including set-up of branding material, running order, etc.</td>
<td>MA</td>
<td>x - 2 weeks</td>
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<tr>
<td>Send press release and pictures to local media, send info and pictures for FIFA.com</td>
<td>FIFA</td>
<td>x</td>
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</tbody>
</table>

Legend: \( x = \) first “LIVE YOUR GOALS” festival or event
Appendix 2:

Examples of "LIVE YOUR GOALS" branding images

4 different types of Board

How they look when repeated

Design for the entrance
Christine Sinclair
Canadian Women’s National Football Team

FIFA’s “LIVE YOUR GOALS” campaign / Introduction and guidelines for Member Associations
FIFA’s “LIVE YOUR GOALS” campaign / Introduction and guidelines for Member Associations
"LIVE YOUR GOALS" in Azerbaijan
FIFA's "LIVE YOUR GOALS" campaign / Introduction and guidelines for Member Associations
“LIVE YOUR GOALS” in Costa Rica
"LIVE YOUR GOALS" in Japan
“LIVE YOUR GOALS” in Ireland