

Goals & Objectives

- The purpose of The Irish Mags NUFC Supporters Group is to bring together a diverse and engaged community of Irish Newcastle United fans across Ireland with a direct link to Newcastle United.
- The committee plans to achieve this goal through four key objectives:
 1. **NUFC Relations** - Establish a strong relationship with Newcastle United as the primary Irish Newcastle United Supporters Group
 2. **Membership Growth** - Drive growth within The Irish Mags community by increasing the number of Irish Newcastle United Fans in our Supporters Group
 3. **Fan Experience** - Enhance the experience of being an Irish Newcastle fan for all member of The Irish Mags
 4. **Charity Support** - Increase our support towards Irish and Newcastle based charities that align with values of The Irish Mags



Objective 1 - NUFC Relations

Establish relationship with Newcastle United as the main Irish Newcastle United Supporters Group

Strategies

- Seeking confirmation of The Irish Mags NUFC Supporters Group as an Official Supporters Group ('OSC')
- Co-ordinating with NUFC on key supporters group initiatives
- Becoming an ally to NUFC in relation to their market research or insight initiatives
- Gaining support from NUFC via OSC to help direct new potential eligible members to the Irish Mags

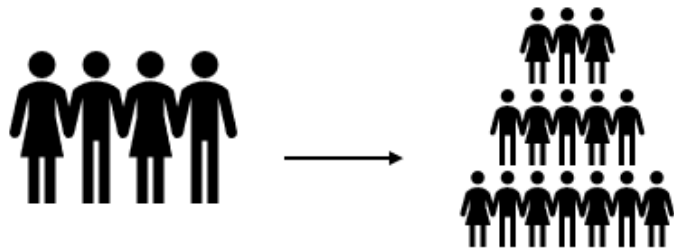


Objective 2 - Membership Growth

Drive growth within The Irish Mags community by increasing the number of Irish Newcastle United Fans in our Supporters Group

Strategies

- Creating a marketing strategy utilising digital and face-to-face methods to engage, educate and convert potential Irish Mags Members
- Enhancing our understanding of existing members' needs and wants to identify growth opportunities (via The Irish Mags Survey)
- Creating a simplified process to becoming a member of The Irish Mags.
- Gaining support from NUFC via OSC to help direct new potential eligible members to the The Irish Mags



Objective 3 - Fan Experience

Enhance the experience of being an Irish Newcastle fan for all member of The Irish Mags

Strategies

- Developing an Irish Mags Membership subscription with a list of value-added benefits to entice potential members
- Establishing a network of approved meet up locations where The Irish Mags and travelling NUFC fans can come together and connect as part of a wider community.
- Driving engagement via existing digital initiatives such as the Irish Mags WhatsApp community, Irish Mags Podcast, Social Media channels, LMS, News articles, Fantasy Football, and our IM Website
- Developing members only content such as a bi-weekly Newsletter which will engage, inform, and provide collaborative opportunities with Irish Mags and NUFC



Objective 4 - Charity Support

Increase our support towards Irish and Newcastle based charities that align with values of The Irish Mags

Strategies

- Setting a target and Developing an event calendar which highlights key opportunities to fundraise for our Charity Partners
- Reviewing existing initiatives to identify what we are currently doing to support charitable causes
- Working with NUFC to provide support on charitable causes that The Irish Mags working with
- Engaging with Members to support the selection of our Charity Partners



Objective 4 - Charity Support

Increase our support towards Irish and Newcastle based charities that align with values of The Irish Mags

Strategies

- Setting a target and Developing an event calendar which highlights key opportunities to fundraise for our Charity Partners
- Reviewing existing initiatives to identify what we are currently doing to support charitable causes
- Working with NUFC to provide support on charitable causes that The Irish Mags working with
- Engaging with Members to support the selection of our Charity Partners



Highlights & Achievements

Membership Growth

- Increase from 200-700 Supporters in the past 3 years, representing Irish Newcastle United Fans living in Ireland and abroad
- Fanbase across the Island of Ireland with multiple meet up locations
- Diverse membership spanning multiple backgrounds and generations
- A home away from home for Geordies



Highlights & Achievements

Development of an Established Relationship with Newcastle United

- Direct contacts within Newcastle United
- Known by key stakeholders within Newcastle United
- Collaboration with NUFC on key initiatives
 - Player and Young Player of the Season Awards 2024
 - 3 Submissions within NUFC Match Day programmes
 - Irish Mags x London Mags 5aside event vs AC Milan Supporters
 - Irish Mags x London Mags Dortmund morning meet up with Shola Ameobi and Ryan Taylor



Highlights & Achievements

Engagement initiatives for The Irish Mags

- Increased growth from an ad-hoc meet up in the Camden Sports Bar, Dublin to numerous meet ups across Ireland including Dublin, Cork, Belfast, Galway, Limerick, Sligo, Mayo, Tipperary, Laois, and Kerry
- To date we have hosted over 120+ meet ups and 65 meet ups this season including 9 confirmed venues and 350+ attendees for the cup final and oversees meet ups in Dortmund and Milan.
- Increased level of followership on Irish Mags digital channels including Facebook (858) Instagram (526) X (3,263) YouTube (816) TikTok (391) BlueSky (1300), WhatsApp (700)
- Creation of a highly-engaging Irish Mags Show Podcast aimed at Irish Newcastle United Fans which has featured ex Professional NUFC players and related personal. Production of 72 episodes available on Spotify, Apple and YouTube including a Live Show in the Bleecker's
- Support for Irish Mags members with gaining access to Newcastle United matches through a structured ticket process – Currently, Over 350+ Irish Mags have benefited from gaining access to tickets from members (500+ tickets this season)
- 4 bespoke Irish Mags Christmas/End of Season Events (including Q&As)
- Development of Irish Mags 5-aside team with regular involvement within competitions.
- Development of The Irish Mags website which acts as an entry point for prospective and existing Irish Mags plus other stakeholders including potential sponsors
- Enhancement of branding via merchandise options including Forza Sport Training gear and MagsMerch
- Development of a highly engaging Irish Mags LMS which has supported charity initiatives to the likes of Pieta House and the NUFC Food Bank.

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WARREN

