

Monthly Report

Month Ending: 2025-11-28

Timezone: Europe/London (GMT+00:00)

Section 1: Weekly Progress & Updates

Tasks Completed This Month

Both: Welcome gifts made up and sent out Club 1883: Launched 1883 Merch First Item Emailed cancellation / failed payment people Stat Review Email Blue Friday Email Giveaway Idea List Relaunch Idea List Roary Club: Halloween Competition prize given - winner came into Stark's Birthday emails scheduled Began press conference plan

Current Work in Progress

Club 1883: Launch next 1883 range items Finalise re launch plan Plan December monthly update Organise Webinar with Dougie Imrie Preparing for giveaway after Scottish Cup game - if win

Updates or Announcements (Digital / Club 1883 / Roary Club)

Queen's Park Tickets Barry Robson and Andy Kirk Departure Paul Hanlon Interim Board Manager Update Dougie Imrie and Andy Millen Arrival New merch range November Super Prize Draw Gary Kirk Passing Men's Health Campaign - Mental and Physical KDM Evolution Trophy Draw Blue Friday Week and Weekend Festive Guide (Pop Up Shop, Calendar Signing)

Section 2: Club 1883 Performance

Metric	Value
Club 1883 Income Target (£)	100000
Club 1883 Income This Month (£)	7852
Club 1883 Actual Current Figure	423
New Club 1883 Sign-ups	3
Club 1883 Cancellations	15

Plans for Club 1883 This Month:

Launch next 1883 range items Finalise January re launch December monthly update - commercial Webinar with Dougie Imrie (+ Board member if possible) At least one giveaway

Section 3: Roary Club Performance

Metric	Value
Roary Club Income This Season To date (£)	3000
Roary Club Actual Current Members	115

New Roary Club Members This Month	2
Roary Club Cancellations	0

Section 4: Issues & Risks

Any Technical Issues, Blockers, or Risks This Month? No real issues but results on the pitch heavily affected it. Aside from the five cancellations due to failed payment, the rest were all instantly after a defeat.

Section 5: Ideas & Feedback

Is there a way to do a referral type thing for Club 1883? Refer a friend and both get xyz. Unsure what you could give someone that would feel genuinely valuable but not cost us a lot of money. It would be really good to have a Board member interviewed or on a Q&A webinar soon. In my opinion a Webinar is better as it feels like a more relaxed setting, but either would be good

Section 6: Uploads

<https://services.leadconnectorhq.com/documents/download/YOjL54BIAIWcDyH4bLfj>

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