



Dundee FC Supporters' Society Limited Moving Forward Together

DFCSS 'Phone a Friend or Five' Appeal

Dear Member,

The Society Board has prepared this short note to ask if you could assist us with our efforts to boost the number of members which currently stands at 164.

Background:

As you know the Society's registered name is Dundee FC Supporters' Society Limited. The Board is however currently reviewing the implications of reverting to the former **Dee4Life Trust** name in which the supporters all took such great pride. Hopefully such a rebranding can be carried out without much difficulty and Members will be updated in the near future.

Currently, Dundee FC has two active supporters groups, DFCSS and the DSA (Dundee FC Supporters' Association). We fully acknowledge the vital role played by DSA and see DFCSS to be a different yet highly complementary supporter based organisation.

As holders of a substantial shareholding in Dundee FC, which has been secured through the magnificent efforts and sacrifices of a wide spectrum of fans around the time of Admin 2 we regard the Society as guardians of the shares as well as providing a democratic organisational structure for supporters alongside the DSA affiliated supporters' clubs. And last but not least, we like the DSA have and will continue to make financial contributions to Dundee Football Club

The Society and DSA have a great deal in common in their support of Dundee FC and unfortunately a recently scheduled meeting between the two groups had to be cancelled at short notice for unavoidable personal reasons however it will hopefully go ahead in the very near future.

One of the various topics to be discussed at the anticipated meeting between the Society and DSA will be attendances at Dens Park and reasons for their decline over the past few years. To this end, a **Match Pricing Study** was prepared almost a year ago and twice presented to the club – but with no response. This was intended to be a discussion paper – we believe it is good to talk – and has been attached for your perusal.

Appeal to the Members:

To return to the initial point, the Board would be delighted if every Member **could try to persuade five friends (or more) to join or re-join the Society**. The reasons for this are twofold - firstly to increase the profile and diversity of the Society and secondly to boost its financial base (membership remains at £5 per annum) which will in turn financially benefit the football club.

And finally, for the avoidance of doubt, the Society Board wishes to confirm that it has no interest whatsoever in regaining ownership of or running Dundee FC, but instead wish to remain supportive of the club, providing constructive suggestions and where necessary asking the difficult questions.

The Society provides supporters with a 'Voice and a Choice'

No Society and No Shares = No Voice and No Choice