

Sam Spencer Manifesto

Manifesto

My name is Sam Spencer, I'm a 40-year-old journalist who covers professional soccer and the US National Teams in the States, and I am a lifelong football fan.

Despite being a relatively new member of the Dons Trust, I'm running for the Dons Trust Board because a fan-owned club should reflect the diversity of its supporters. I'm also running because I'm a big supporter of our women's first team, and strongly believe football is for everyone.

In a fan-owned enterprise, every voice matters - especially those who feel unheard, or don't have the time to speak up.

AFC Wimbledon is lucky to have fans from Merton and from around the world. We have fans who proudly remember the Crazy Gang, and supporters who have only ever known Kingsmeadow and the new Plough Lane. There are fans who attend matches religiously, screaming along to the beat of Haydon's trash can; and by virtue of being a part of a fan-owned club, they have the same vote as fans who have never seen a match in person but still cheer for the Dons.

I'm one of those fans who is pulled in all of these directions. I'd love to attend every match, but can't. I follow every Women's and first team match on my mobile, and stream when practical, even if I'm not there at Plough Lane. I'm a newer supporter but have loved learning the history of WFC and AFCW, and feel a deep connection as my community lost our first professional team in 2002 - [you can read more about that connection here](#).

While I believe I have the opportunity to bring a new perspective with a successful international career in media and communications, I also have non-negotiable beliefs:

- AFC Wimbledon should remain majority fan-owned and professionally managed, though I am open to 51% ownership and new revenue streams that will help the club be more successful.
- Fan ownership is, in fact, in the wider interest of football.
- AFCW are the real Dons, and MK most certainly are not.

- Major changes to the leadership or ownership structure of the club deserve transparency; vigorous, open debate; and engagement with DT members.
- Our Women's squad deserves our support just as much as the Men.
- Diversity is a strength, while sexism, racism, ableism, homophobia and the lot have no place in football.
- I want to cheer for successful teams within our club.

I'd be honored to be considered for one of the many vacancies on the DTB, and happy to answer any questions via email at sam@soccersheet.com or across social media (@choosesam).

More About Me:

I have a two decade career in public affairs, communications, and media relations at the highest levels of the U.S. government.

I have served as chair of the Charlotte Mecklenburg Planning Commission, which represents over 1 million constituents; and currently serve as a member of the Board of Directors for the Bechtler Museum of Modern Art and Charlotte-Mecklenburg Arts and Science Council (Mecklenburg County is roughly the same population as Birmingham proper).

Over the course of my career, I've led or managed multiple campaigns with seven-figure media budgets, managed staff and volunteers, and served in a leadership capacity on multiple boards and committees.

In my spare time, I am the football reporter for Queen City Nerve, and write for my own blog, SoccerSheet.com. I have reported on Charlotte FC (MLS) since the team's creation, and cover the USMNT and pro women's soccer. I am also the admin for the Across the Pond Dons social media accounts.

I became a Wimbledon fan because the history resonated with me more than any other club could. In 2002, the team most identified with my home - the Charlotte Hornets of the NBA - was stolen by greed and enabled by local infighting. Unlike AFC Wimbledon, our phoenix club was a poor substitute for the original; eventually, they realized their error and obtained the rights to the name, colors, records, and history of the Hornets (a longer version of this story was published in the Wombles Downunder newsletter last year).

I live with my wife Rebekah, my Rottweiler Willow, and my Corgi Sonny in Charlotte, USA.

