



Go Play Rugby People Recruit People Workshop

Time & Lead	Activity	Time and Resources
	Outcomes: RFU Community Rugby Staff/CB campaign Teams to: <ul style="list-style-type: none">• Identify ways in which club campaign teams can enlist the support of the whole club• Identify ways how Clubs could improve internal communication• Identify possible actions for CB	60/75 Mins



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15 Mins	<p><u>Introduction</u> To include: Welcome & Introductions</p> <p>Outcomes</p> <p>Research Data:</p> <ul style="list-style-type: none"> • Total responses: 1640 • Distributed via <ul style="list-style-type: none"> – RFU.com – England Rugby Supporters club – Student contacts – Community e-zine • Open for 3 weeks • Prize draw incentive to complete <p>Tutor to emphasise that the highest reason why players do not play at the club is that they need more information by the clubs on how to get involved.</p> <p>Tutor to explain the ‘market’ and to give a brief rundown of how each section can engage with the community. Mums & Dads – Ave. 200 junior members = 200 potential senior players. Current & Ex Players – Each bring a friend/buddy Other Members/Volunteers –Bar staff/Catering Staff/Junior Coaches/Comm. Members. Work Colleagues – How can members influence work colleagues and other companies. Pub/Clubs – Social events including this area, how can we get pub teams to the club. Health Clubs – As above. Other Sports – People who are already involved and keen on physical activity, target summer sports especially, i.e. cricket. Educational Establishments – FE/HE, teachers</p> <p><i>Ideas/Suggestion:</i> Tutor to give some ideas of what events/initiatives could be run linking in to the ‘market’ from Powerpoint 4.</p> <p>Explore the make up of the Club Campaign Teams? Players (need to get 3rd & 4th team members on the group) Young Players (Young People recruit Young People) Students (key target age group) Parents (huge untapped market of junior parents) Exec. (is an old club committee member the correct person to recruit young players?)</p>	<p>Powerpoint Slide 1</p> <p>Slide 2</p> <p>Slide 3</p> <p>Slide 4</p> <p>Slide 5</p> <p>Slide 6</p>
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35 Mins (50 at CB Conf)	<p><u>Workshop</u> Outcome: To come up with further ideas/suggestions about what initiatives can be run within clubs to get 'people to recruit' people.</p>	Slide 7
20 mins (35 at CB Conf)	<p>Group Work:</p> <ol style="list-style-type: none"> 1. How do we go about enlisting help of the whole club? 2. What will you do to ensure that the club plans to get out and recruit players? 3. How can we help clubs spread the message of the campaign across the whole club? 4. What help/support do you need to deliver? 	Flip chart and pens Bluetack
15 mins	<p>Feedback: Get on person to scribe and one person to feedback.</p>	Planning sheets/ Task cards (Market Groups)
5 mins	<p>Communication (Data Capture)</p> <p>Tutor to outline the benefits of capturing the information of all the people who have contact with the club or those who have shown an interest in joining the club.</p> <ul style="list-style-type: none"> • Text messages <ul style="list-style-type: none"> - Send info on social events, games, RWC 2007 matches, can they play next Saturday etc. • Emails <ul style="list-style-type: none"> - As above plus newsletter and match reports. • Websites (Must be relevant and kept up to date) <ul style="list-style-type: none"> - Must be kept up to date or waste of time. • Noticeboards – Why? (Must be relevant and kept up to date) <ul style="list-style-type: none"> - Must be kept up to date or waste of time. 	Slide 8



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5 Mins	<u>Summary</u> What initiatives are you going to take back to your CB that are realistic? How will you deliver these? What resources do you need?	Slide 9
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