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**MEET YOUR #INNERWARRIOR**

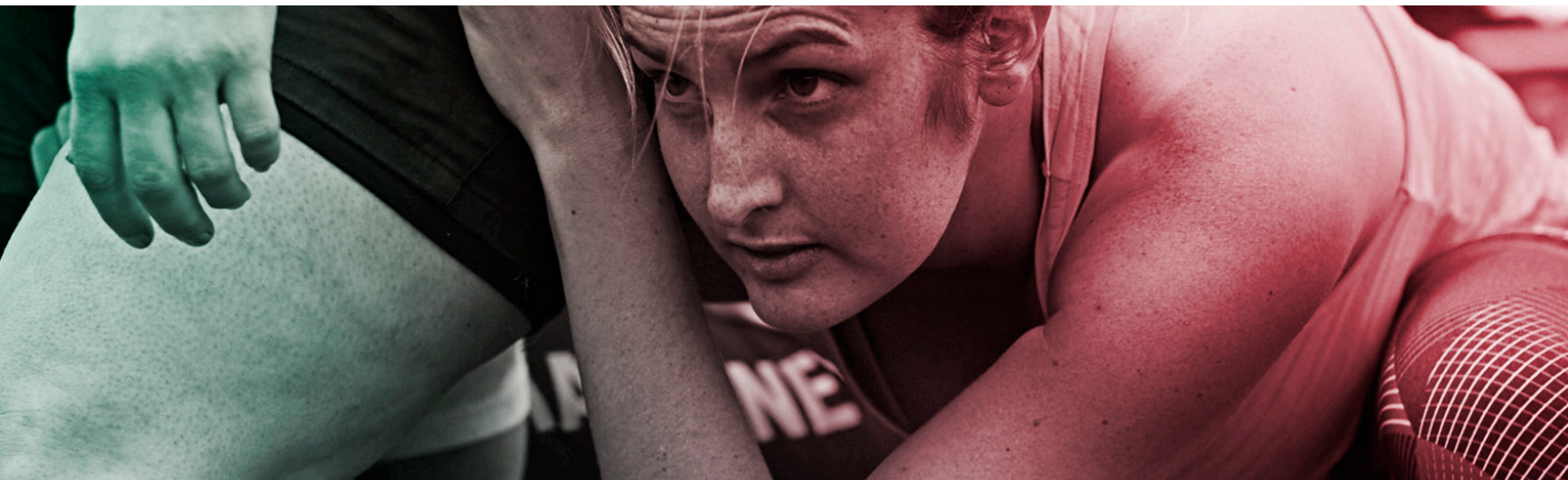
**WARRIOR CAMP USER GUIDE**

# INTRODUCTION

## WELCOME TO THE INNER WARRIOR CAMPAIGN

Meet Your Inner Warrior is an England Rugby campaign which aims to foster the growing appetite for rugby amongst women aged 18-35.

Warrior Camps are a way to introduce new women to the game, and a chance for your club to raise awareness for the opportunities available for women across the community to learn the basics of play rugby within a fun, non-committal environment.



## CLUB LEAD INSPIRATION

The most successful Warrior Camps (previously known as Pitch Up and Play sessions) so far have come from clubs and enthusiastic reps who are:

1. Making the most of ALL the tools in the project toolkit to recruit new players, utilising current members to encourage new players to attend
2. Thinking outside the box when it comes to finding new female players to try rugby

### INSIDE THE CLUB

Using all of the Inner Warrior Campaign materials to spread the word and remind people of the challenge and rewards.

Using any opportunity to talk to club members, encouraging them to get their friends and family involved.

Seeding the message to the team captains and super-social people in the club and drawing on their networks and ideas.

Striking up rivalry's within the club!  
E.g. 1st team vs. 2nd team- see who can recruit the most!

Utilising social media channels and club websites to promote upcoming Warrior Camps.



### OUTSIDE THE CLUB

Promote within the local area, via Facebook & Twitter, and going out speaking to the public.

Target high footfall areas such as shopping centers and local fairs, or places where you can find sporty women, like gym, or other local sports teams.

Get the message out via "Spotted in..." and other local community forums on Facebook.

Reach out to local newspapers/ newsletters, see if you can get a mention in print, or online.



## CASE STUDY: BATH LADIES RFC

Club Name:	Bath Ladies RFC
Club Lead:	Sarah Burgess
Attendance at Warrior Camp:	84 women attended, 9 were returning players and 35 were new rugby players

### THE BIG IDEA

- Bath Ladies RFC applied to participate in the Inner Warrior campaign to recruit more players to the 2nd XV team, attract retired players back into the game and educate the local area about women in rugby.

Sarah told us:

*"We created a few incentives to help encourage ladies to come along. We invested in a bottle of champagne and gave each player a raffle ticket; a winner was selected at the end of the night. We also created goodie bags which included Meet Your Inner Warrior branded gear as well as Bath Rugby gift vouchers, t-shirts and key rings. Food was also provided after the training session, free of charge."*

### ADVERTISING MOGULS

- Once the date had been confirmed, the club created a Facebook event page and encouraged all the current Bath Rugby Ladies players to attend and invite their friends.
- They spent £50 on 'boosting' this Facebook event, which meant that they advertised the event page by geo-targeted social media ads by selecting an audience criteria (E.g. women, between aged 18 – 50 years, within 12 miles of Bath). The advert would pop up the target audience's news feed, leading to them engaging in the camp.



## CASE STUDY: BURY RFC

Club Name:	Bury RFC
Club Lead:	Claire Moran
Attendance at Warrior Camp:	50 women attended and 36 were new rugby players

### HISTORY:

Bury Ladies only started up a brand new side this season. Starting with O2 Touch sessions, the women braved the world of contact just before Christmas 2016.

### THE BIG IDEA:

- Bury RFC attracted brand new women to get active in rugby by creating a social, fun element to the Warrior Camp with prosecco and afternoon tea put on following the session.
- Home-made cakes were made by the existing 14 players on the team making for a thoroughly enjoyable post-activity atmosphere.
- They also made sure it wasn't just one person who championed the camp and enlisted the help of at least 4 other people to get everything prepared. The club got behind it fully and the camp was supported by all areas of the club including the Men's team.
- A raffle of quality prizes sponsored by local businesses also saw the ladies section make £900 for a new kit.

### ADVERTISING MOGULS

Twitter was a key mechanism to get the word out to local women.

Regular tweeting and promotion online attracted the attention of a number of famous people including Chloe Madeley; Emmerdale stars and Tracy Neville, who all tweeted mention of the camps.

The club also tagged and tweeted local women's groups and county councils who had a large reach of women to attract new players from the community.

Women's Rugby @rufwido\_MidsNW · Jan 29  
Gotta love prosecco and cream tea @BuryRUFCLadies for #innerwarrior £1k raised on the raffle too!



# ENGLAND RUGBY BRAND CENTRE

Marketing Resources to help you get recruiting new players are available on the England Rugby Brand Centre.

These editable resources along with the ideas in this guide are a way to make sure your Warrior Camp is branded and consistent with all the Warrior Camps across the country.

<http://www.englandrugbybrandcentre.com/>

## THE TOOLKIT

### TOOLS TO GET PEOPLE IN YOUR CLUB RECRUITING

- Video
- Social Media Assets (Facebook, Twitter, Instagram).
- A3 Posters
- Selection of Women and Girls Imagery
- Inner Warrior Brand Book
- Recruitment Flyer
- Recruitment Poster

Add the details of your event and your personalised poster is created for you to print!

The screenshot shows the 'Your A3 Poster' creation interface. At the top, there's a navigation bar with the England Rugby logo, a 'PRINT' button, and links for 'DIGITAL', 'HELP & RESOURCES', and 'SIGNAGE'. A dropdown menu is set to 'Rugby Women' and another to 'A3 poster'. The main area features a large poster preview with the text 'WE'RE A BAND OF FIERCE, FEARLESS WOMEN.' and 'Bring your friends to our next Warrior Camp and introduce them to the basics of rugby.' Below this are input fields for 'LOCATION:', 'DATE:', 'TIME:', and 'CONTACT:'. At the bottom of the poster is the hashtag 'MEET YOUR #INNERWARRIOR'. To the right of the preview, there's a 'Select a Design' section with two design options. Below that, there are sections for 'Add your text' and 'Add your logo', each with input fields and a 'Preview' button. At the bottom right, there are 'Update Preview' and 'Download' buttons. A red arrow points from the text box on the left to the 'Add your text' section.

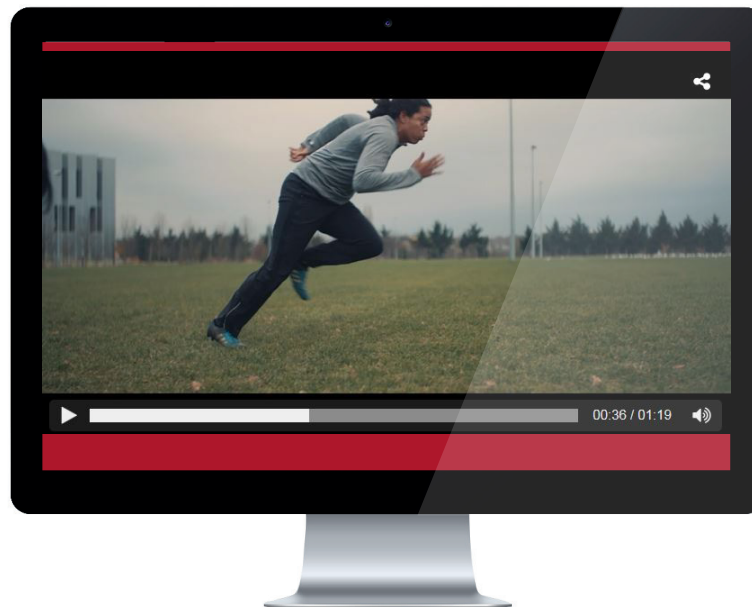
## VIDEO

To help get the word out about the Inner Warrior campaign we've created a video which helps show what it's all about.

### WHERE CAN I SHARE THIS?

- On your rugby club Facebook page or in Whatsapp groups, or via email.

This is a great tool to get your current members excited about being part of the campaign and inspire them to get recruiting new players!



# FACEBOOK POSTS

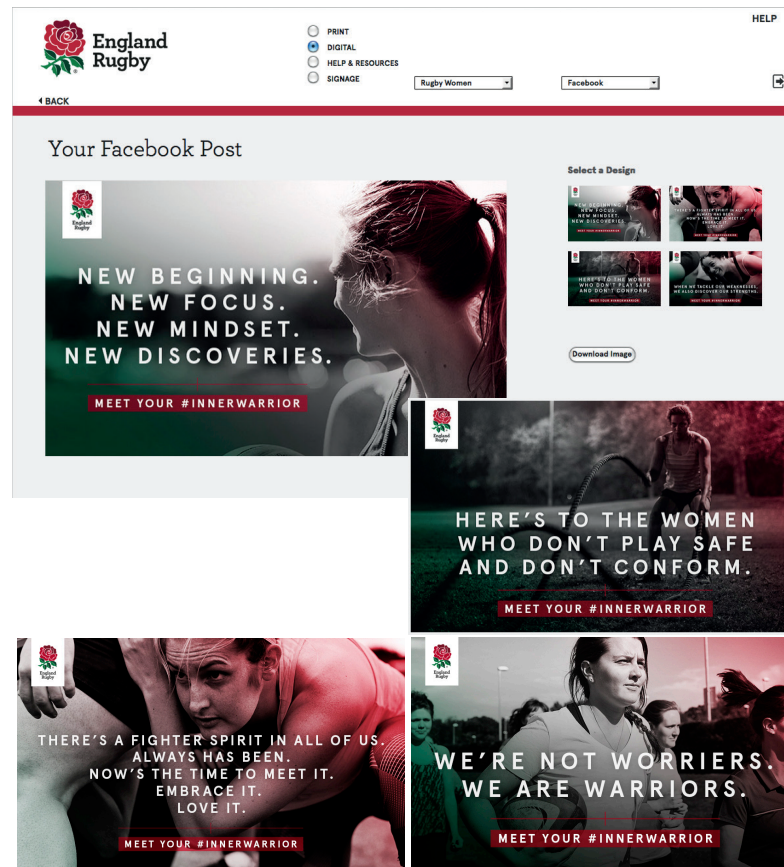


Creating a Facebook event page is a great way to signpost current and potential new members to your Warrior Camp.

Encourage all your members to share the event, post updates regularly and re-post so that the event stays fresh in people's minds.

Make sure there is also a link to [www.englandrugby.com/innerwarrior](http://www.englandrugby.com/innerwarrior) for new players to sign up to your event.

Facebook pictures and templates are available on the England Rugby Brand Centre.



## NOMINATE A MATE

To help drive recruitment for your Warrior Camp, you could use the Nominate a Mate viral mechanic to facilitate players in referring a friend to a Warrior Camp.

### HOW TO USE

1. Rugby club posts Nominate A Mate asset on the Rugby Club Facebook page with the following copy:

*We all know someone who'd make the perfect teammate.  
So nominate them by sharing this post and tagging them.  
#innerwarrior*

2. Club members then share this post and tag their friend, e.g.

*I nominate Anna Whitaker to try Rugby because she's the  
strongest independant woman I know! #innerwarrior*



## TWITTER POSTS

If your rugby club has a twitter account, it can be a great tool to spread the word about your Warrior Camp. Don't forget to include **#InnerWarrior** so you can be part of the wider Inner Warrior conversation across twitter.

You can also tag in other local organisations like community groups, County Sports Partnerships or the local council to help with your promotion.

Helpful assets for twitter posts are available on the England Rugby Brand Centre.



## WHATSAPP MESSAGES



Give your recruitment a boost within the club by using Whatsapp groups to get the word out to your team mates or club members. Use the images in the England Rugby Brand Centre to inspire others.

### WHATSAPP MESSAGE EXAMPLE

Help to recruit new female players by promoting our Warrior Camp on xx May 2017!  
Come and join in the fun and show how great rugby can be!



## REGISTERING ATTENDEES

To help with following up with all your new players, take key contact details on the day.

Whether its paper and pen, ipad or laptop – make sure you’ve got a phone number or email address from them before they leave!

Your WRDO will also be in touch after your event to find out how many new players turned up and got involved.



## POST-EVENT FOLLOW UP

Following up with new players and sharing the success of your event with your current members is an important next step.

### IDEAS FOR FOLLOW UP:

- Tweet about your event tagging in some of your newcomers!
- Update your club Facebook page with photos and comments from the day.
- Send a report to the local paper for print of their website about the success of your event.
- Follow up with all attendees about another get-together; perhaps a fun training session or social activity soon after your Warrior Camp. You want an excuse for these new players to come back!
- Share your good news stories and successes with your WRDO, including images and key information including number of attendees, format of the session and any quotes from players, and the England Rugby communications team will select their favourites for inclusion on EnglandRugby.com





England  
Rugby

# GOOD LUCK!

MEET YOUR #INNERWARRIOR

To find out more about the Meet Your Inner Warrior campaign, please speak to your WRDO