



**England
Rugby**

UNIVERSITIES

5 Top tips for running a successful university club

- 1) Organise playing opportunities early on, get dates set for the season ahead** – especially for developing non-league teams, get the dates in the diary early on! People join the club to play rugby, and even if they don't want to competitive BUCS rugby, it's important to get them playing rugby. Even if you haven't got a full 15 a side squad, just communicate with other clubs and change the format of the game.
- 2) Create a calendar for your committee and set your targets and budget for the year** – the calendar should include: a monthly committee meeting, recruitment events, Athletic union / University meetings, sponsorship meetings, AGM, club training events, CPD opportunities and the student rugby forums. You should also set 3 or 4 key things you want to achieve in that year – whether it is increasing how many games are played, or how many people you have playing each week – or a financial target, if you want to raise a certain amount of money for new kit.
- 3) Grow your volunteer base** – It's not just committee members who have to do everything in your club, all members can volunteer can chip in and help organise events, get involved in coaching or clean the kit! Why not do a skills audit at the start of the year, list members degree courses, hobbies they have and any courses/ CPDs they've taken and see if they could use those skills to help support the club. Example: You may have media students or keen photographers who play for your development team on a Saturday – who could manage social media and photography on a BUCS match day.
- 4) Make contact with your network of support before the start of the season** – it's as simple as sending an intro email to all the people who you will be working with across the season, this may include: The athletic union, university sports department, your local RFU delivery team, community clubs where you could link players and volunteers to, your coaching team, your sponsors, and the facilities managers for where you
- 5) Get your name out there** – Make the most of freshers and university welcome events, engage with as many students as possible and show off all the positives of joining your rugby club. Design flyers, online campaigns, make a video and get the whole team to chip in and make the club known around campus. Think about a time you were made to feel really welcome, or a time you were really excited about getting involved in a project / event – and try and mirror that in your recruitment campaigns. Remember, it may be the first time away from home for some students, and it may also be their first experience of senior rugby, so a warm and friendly welcome goes a long way.

Good luck!