



Cheshire RFU

Women's rugby – club development evening

Club Engagement – Top Tips

Modernising tradition

- Aim; Make Women's team an integral part of the club.
- This can be challenging at first.
- RFU can support with this.

Have a team development plan

- What do you want to achieve over the next few years?
- How will you achieve your aims?
- Keep it simple
- Make sure that your development planning is done with the main club – This is the first step to feeling part of the club.

Attend Club committee meetings

- Get an invite...
- Outline your development plan - recruitment etc
- This is what a women's section can do for your clubs (RFU can support with this)
- Ask for support – If you don't ask you don't get...

Become a valuable and visible member of the club

- Attend social events
- Offer fund raising / sponsorship support
- Volunteer for club roles
- Celebrate successes with the club – Match reports, training updates etc onto the club website.

Incorporate the women's section into the whole club development plans and strategy

- Try to be as well organised as possible. This will help with initial impressions and help build credibility within the club.
- Set up women's team committee with all roles filled. Make sure that this sits alongside the main club committee.
- Have a 'we're here to stay' mentality
- Take responsibility for your team and volunteer roles
- Make sure that all players are fully paid up members

Get your own brand / name

- Something catchy / fun
- This will help with marketing but also increase your visibility within the club

Engage with senior coaching teams

- Ask for their support
- They may have experienced coaches and players who are only too willing to help out if asked.