



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.