



Cheshire RFU

Women's rugby – club development evening

Recruitment and retention – Top Tips

Recruit

Social Media targeted recruitment campaign

- See 'how-to' guide attached
- Clubs have recruited huge numbers via targeted Facebook campaigns – The cost is minimal compared to traditional advertising, which often result in few new players anyway.
- Create a women's rugby page linked to the clubs Facebook pages - Target; get as many shares and likes as possible.
- Try to get other local groups to share your posts (local gyms, slimming world etc).
- Consider making a fun video that can be shared.

Club Website promotion

- Link club website to Facebook campaign
- Women's rugby advert on the front club page

Inner Warrior

- Huge recruitment across the country, we can't encourage you enough to access Inner Warrior support.
- See user guide
- See Inner Warrior timescales and windows for events on email.
- The next Inner Warrior window for delivery is 31st Aug to 16th September, perfect for the start of the season

Internal club communication to WaG group

- Many clubs have huge numbers of Wives, girlfriends and mothers, who may well be interested in your offer.
- Use the clubs GMS database – Huge potential for lapsed players, interested female members within the club.
- These are already 'club people' so it should be easier to recruit them.

Initial Quality of experience is crucial

- Your goal for the first session must be to make the new people want to come back again. The sessions must be enjoyable.
- Have a dedicated person, or two, to welcome new players and introduce them to the group – It's difficult to change a bad first impression.

- Make the session familiar for new people – Incorporating elements of Fitness / bootcamp style activities. Could you pay a female PT to come along for the first few weeks?
- Involve a social element – Prosecco and Cake usually work pretty well....

Follow-up with individuals after initial events

- Ask them if they enjoyed it
- Make contact and keep in touch on Facebook or whatsapp
- Make sure that they are invited to the next session

Make sure the all follow-up events / training are appropriate

- Ensure your follow-up event as soon after your launch event – it's crucial to keep people engaged.
- Don't jump straight into 'rugby' training after a recruitment event. This will put off newcomers straight away.
- Touch based skill games, linked with fitness will work well.
- Drip feed contact elements over a number of weeks.

Retain

Quality of experience is crucial

- Get your coach onto the England Rugby Coaching award. The course is designed to teach new coaches practical 'how-to-coach' skills and more importantly, how to engage players.
- Have more than one coach where possible.
- Have you got a trained referee?
- Have the players got access to a trained first aider and/or medical/physiotherapy treatment if needed?

Keep sessions FUN and appropriate at all times

- People have numerous options for how to spend their social time. Sessions must be enjoyable or else people will vote with their feet and leave...
- Sessions should obviously contain elements; make sure that all participants are happy and confident to do this. Some ladies may take several weeks to feel confident to progress to contact - little and often may work best.

Continue sessions over the summer period

- Many clubs felt that they lost players over the summer.
- Running fitness / bootcamp / touch based sessions will keep the ladies engaged and part of the rugby club over the summer.

Work with other local clubs

- Joint training sessions and small sided games are a way to increase your playing numbers and give the players a different experience.
- Speak to other clubs and support each other's events .
- Share best practice where possible.

Ask players for feedback

- What do they think of on and off field activity?
- How can training / socials / communications etc be improved?
- Coaches - remember that you are there for the players