



Getting the Most Out of Rugby in the Olympics





Your Digital Image

- **Website and Social Media accounts**
- **Is it current?**
- **Is it easy to navigate to sign up?**
- **Is there an easy way to contact your team?**
- **Is there an easy way to sign up for more information?**
- **Check your social media for 'inappropriate things'**



Do You Have an Opportunity to Play?

- **What opportunity do you currently have open for registration? Just full contact 15's is not enough!!!**
- **NON-CONTACT, NON-CONTACT, NON-CONTACT**
- **If you are not playing currently, is your registration open for your next playing opportunity?**



Contacting the Community

- **Have you contacted community organizations?**
 - **Young Professional Orgs,**
 - **Community Rec Centers,**
 - **Gyms, crossfit, meetup groups**
 - **etc.**



Contacting Schools!

- **Have you contacted your local athletic director?**
- **Have you contacted your local PE teacher to come in and show rugby in the PE classes?**



Contacting the Press!

- **Have you contacted the local press with a human interest story about your team?**
- **Have you contacted your city's mayoral office, CVB or Sports commission to help promote your events.**
- **Do you have an article ready to go with hi-res pictures or video you can send to the press easily?**
- **Do you have a press contact on your website?**
- **Check your social media!!! Delete things that should not be on there.**



Engage Your Club and Members!

- **Great time to set up a youth program, and an old boys or old girls club!**
- **Great time to set up an alumni organization to foster engagement and donations!**
- **Get your members to sign up as a coach, referee, volunteer, administrator. Get them back involved!**
- **Get your parents, spouses, neighbors, friends and family engaged in your club!**



Resources for you and your team

- **ROOKIERUGBY.COM**
- **USARugby.org/youth-resources**
- **PlayRugbyToday.com**



Youth/Rookie Rugby Marketing Videos