

## **Creating a Youth Rugby organization**

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### Contents

#### Key Factor: Getting Started

Build structure  
Identify objectives and tasks  
Obtain volunteers

#### Key Factor: Administer the Organization

Secure initial operating funds  
Over communicate to parents  
Focus on FUN

#### Key Factor: Sustaining youth rugby

Create a sustaining strategy  
New volunteers/energy  
Recruit non-rugby people  
Make youth rugby part of the community.

#### Build a structure

- ◆ Hold a an organizational meeting
- ◆ Craft a youth rugby execution plan....single team, age-group(s), open clinics or team structures
- ◆ Draft Articles of Association and by-laws (Attachment 1)
- ◆ Create a 501 ( C) 3
- ◆ Create Director job assignments
- ◆ Draft a Board meeting schedule

## Identify Tasks

### **1 year-prior to kick-off**

1. Find playing space .....at least one full sized soccer pitch
2. Select a playing season
3. Recruit a working Board of Directors....moms ideal, be careful of " active " rugby players. Communicate Board of Director jobs and tasks
4. Create a marketing plan....direct mail, coupon books, flyers, school visits, offer to teach game after school, co-market with other youth activities..... a plan listing the method, frequency, due dates, action steps and responsibilities identified.
5. Identify coaching training and certification programs available

### **Tasks (Continued)**

6. Find a law enforcement agency willing to run NAC's on potential volunteers.
7. Prepare a budget
8. Register the youth club with USA Rugby
9. Obtain Certificate of Insurance from USA Rugby

## Tasks

### **6 months prior to kickoff**

1. Recruit coaches
2. Seek sponsors and donors. \$200
3. Secure sign-up location(s)
4. Apply for field permits
5. Publish a sign-up schedule to Board Members, schools, coaches, and local rugby community
6. Draft a "possibles list " of potential players....children from other sport teams, Scouts, church groups, family, rugby club members' children, expatriates from rugby nations

7. Have a table at several community events...collect email addresses

Tasks (Continued)

8. Draft a letter and or email to "possibles" a regular note about youth rugby and the sign-up dates

9. Prepare a jersey/uniform plan

10. Create a rugby basic flyer, with info, sign-up dates, points of contact. Board members carry in briefcase and car

11. Prepare a Club Registration form (Attachment 2)

12. Secure USA Rugby CIPP enrollment forms

13. Send regular press releases to local newspaper

14. Meet with local government recreation director...give flyer

15. Meet with elementary, middle school principals....give flyer

16. Attend all available youth groups to give demo and show film

17. Notify entire rugby community in your area

18. Get a phone voicemail message line/Rugby hotline

Tasks

*3 Months Prior to Kick-off*

1. Sign-up players

2. Purchase size 4 and size 3 balls...one for every three players

3. Prepare a Club email directory/ ListServe

4. NAC (National Agency Check) all adult volunteers

5. Run/attend a coaching clinic with all volunteers. Invite parents to attend.

6. Prepare a rugby skill plan for each training session. Publish the training plan to all coaches.
7. Send regular press releases to local newspaper
8. Follow-ups with local government recreation director...give flyer
9. Follow-ups with elementary, middle school principals....give flyer
10. Attend youth groups to give demo and show film
11. Continue to execute Marketing plan

#### Tasks

##### ***1 month Prior to Kick-off***

1. Sign-up players
2. Inspect field site. Correct any safety issues
3. Send reminder post card and email blast about first rugby session
4. Host coach and volunteer social. Review player, coach, and parent Code of Conduct. Focus is on FUN, not mini Eagles
5. Arrange for some type of snack/drink for players on first training day
6. Purchase extra mouth guards
7. Arrange for same day sign-up registration desk
8. Send press releases to local electronic media and local newspaper. Get appointments with sports editors
9. Receive uniforms /T-shirts and check quality and count
10. Have a wet weather plan...pizza, gym

## Tasks

### ***2 Weeks prior***

1. Divide players into same age range, size-sided team groups... 10 is a good number
2. Confirm all coaches attendance
3. Check stock of club and USA Rugby Registration forms for same day sign-ups
4. Arrange for office set-up on field....Fly Covering for shade, tables, pens, extra flyers, water
5. Send press releases....confirm media coverage

## Tasks

### ***1 week prior***

1. Confirm field status w/ park, school, agency
2. Arrange for petty cash...change, \$1,\$5, \$10
3. Print team rosters, get a clipboard for each coach
4. Print coaching and day One lesson/activity plan

## Obtain Volunteers

1. Old Boys teams
2. Soccer coaches
3. Active rugby players, (use caution)
4. University PE departments
5. Moms
6. Functional Roles: nurses, physician, attorney, accountant, bookkeeper

## Initial Operating Funds

- ◆ Rugby clubs
- ◆ Rugby players
- ◆ Sponsor letters (Attachment 4)
- ◆ Players' parents
- ◆ Unions and benevolent groups
- ◆ Police organizations
- ◆ PTA's
- ◆ Donations in Kind...office supplies, food, sporting goods

## **First year costs:**

- ◆ Balls, cones, first aid kit
- ◆ Hit pads...important to introduce to contact
- ◆ Jerseys: keep simple, get a set for opposition
- ◆ Marketing costs

## Communication to Parents and Supporters

- ◆ Leverage email to both kids and parents
- ◆ Post card-a-month plan
- ◆ Ask coaches to call parents and solicit feed back

### **FOCUS ON FUN !!!!**

- ◆ **Rugby volunteers are in the child entertainment and recreation business, not the rugby business**
- ◆ **All kids play. No one sits the bench. Ever!**
- ◆ **Play small-sided games. Everybody passes and runs.**
- ◆ **Make a T-Card of good and bad of youth sports. Stay on the good side.**
- ◆ **Keep the game simple. Teach tackle/ruck/maul incrementally.**

### Sustain Strategy

- ◆ Identify non-rugby volunteers
- ◆ Training and certification
- ◆ Make your program FUN, not work. Seasonal swim team model.
- ◆ Board members chartered to select and train successor
- ◆ Keep focus on younger players....8-12
- ◆ Make youth rugby part of the community