GET READY FOR THE RUGBY WORLD CUP

Monday 19th May 2025

7pm to 8pm

MEET THE TEAM

- **Mark Finnis**, RFU Club Developer
- **Dave Larham**, RFU Club Developer
- **Liam Nicholls**, RFU Club Developer
- **Jenna Bonser**, RFU Club Developer
- **Alex Thompson**, RFU Volunteer Manager (L&D)

HOUSEKEEPING

Technical problems

Questions via the Chat

- Set your chat to “Everyone”
- Use the captions if useful

Webinar will be recorded and uploaded to RFU Club Support YouTube channel

End time

Post-webinar send out

WHAT ONE WORD WOULD BEST DESCRIBE HOW YOU FEEL ABOUT RWC2025?

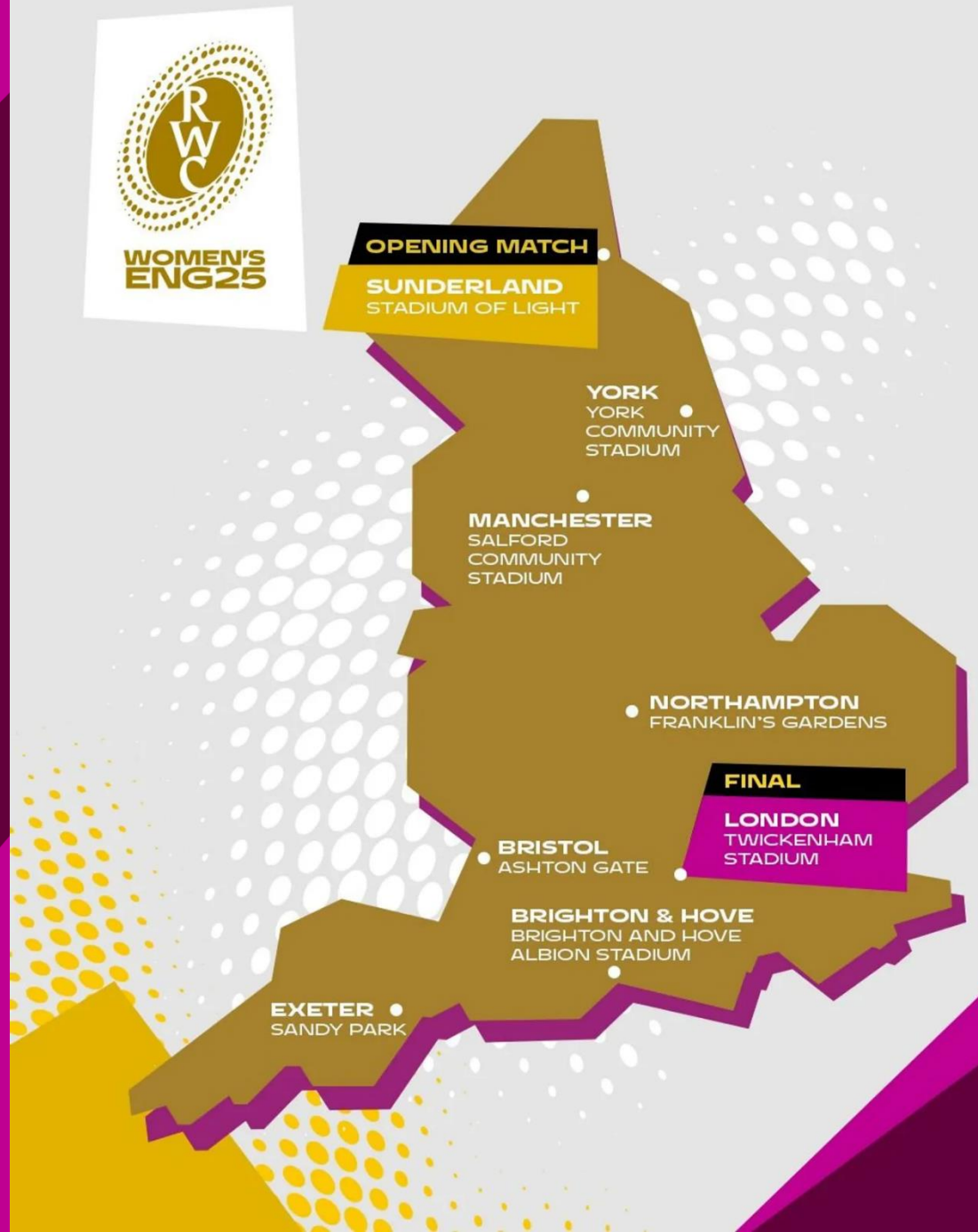
Use the chat to add your word

AGENDA

In this webinar, we will explore the opportunities ahead of the RWC2025 and start your clubs planning.

The webinar will cover:

- Preparing your club for the opportunities ahead
- Engaging your whole club and community
- Maximising Opportunities
- Getting your message out – Social Media & Marketing



QUIZ

When does the RWC2025 start?

Answer: **Friday 22nd August**

How many matches will be played at RWC 2025

Answer: **32**

What television channel can you watch all of the matches?

Answer: **BBC & BBC iPlayer**

POLL #1

Has your club started planning for RWC2025?

1. YES – 46%
2. NO – 54%

POLL #2

Thinking about the RWC2025, put these areas of opportunity and focus into your club's current priority order:

- ✓ Recruitment (Players) - 1st
- ✓ Recruitment (Volunteers) - 3rd
- ✓ Retention (Players) – 2nd
- ✓ Retention (Volunteers) – 5th
- ✓ Revenue generation- 4th
- ✓ Facility upgrade and maintenance- 6th

PREPARING YOUR CLUB FOR THE OPPORTUNITIES AHEAD

ENGLAND FIXTURES RWC2025

Live on BBC & iPlayer

Pool Stages

- **Friday 22nd August - England v USA 7.30pm**
- **Saturday 30th August – England v Samoa 5pm**
- **Saturday 6th September - England v Australia 5pm**

Knockout Stages

- **Quarter Finals weekend 13th & 14th September**
- **Semi Finals Weekend 20th & 21st September**
- **Bronze Final & Final Saturday 27th September**

IMPACT 25

- RWC 2025 match schedule

WOMEN'S
RUGBY WORLD CUP

If England Win every game;

Pool Games;

Friday 22nd 20:00 K.O v USA
Saturday 30th August 17:00 K.O v Samoa
Saturday 6th September 17:00 K.O v Australia

QF- Sunday 14th September 16:00 K.O

SF- Saturday 20th September 15:30 K.O

Final- Saturday 27th September 16:00 K.O

RWC 2025 MATCH SCHEDULE

KEY
POOL A
POOL B
POOL C
POOL D
Quarter Finals
Semi Finals
BRONZE FINAL
FINAL

Friday 22nd Aug	Saturday 23rd Aug	Sunday 24th Aug
19.30 RED ROSES v USA	12.00 Australia v Samoa	12.00 Ireland v Japan
	14.45 Scotland v Wales	14.45 South Africa v Brazil
	17.30 Canada V Fiji	17.30 New Zealand v Spain
	20.15 France v Italy	
Friday 29th Aug	**Saturday 30th Aug**	**Sunday 31st August**
No Fixtures	12.00 Canada v Wales	12.00 Ireland v Spain
	14.45 Scotland v Fiji	14.00 New Zealand v Japan
	17.00 RED ROSES v Samoa	15.30 Italy v South Africa
	19.30 USA v Australia	16.45 France v Brazil
Friday 5th September	**Saturday 6th September**	**Sunday 7th September**
No Fixtures	12.00 Canada v Scotland	12.00 Japan v Spain
	13.30 USA v Samoa	14.00 Italy v Brazil
	14.45 Wales v Fiji	14.45 New Zealand v Ireland
	17.00 RED ROSES v Australia	16.45 France v South Afica
Friday 12th September	**Saturday 13th September**	**Sunday 14th September**
No Fixtures	QF1 12.30 Winner C v Runner Up D	QF3 12.30 Winner D v Runner Up C
	QF2 16.00 Winner B v Runner Up A	QF4 16.00 Winner A v Runner Up B
Friday 19th September	**Saturday 20th September**	**Sunday 21st September**
SF1 19.00 Winner QF1 v Winner QF2	SF2 15.30 Winner QF3 v Winner QF4	**No Fixtures**
Friday 26th September	**Saturday 27th September**	
No Fixtures	Bronze Final 12.30 Runner Up SF1 v Runner Up SF2	
	Final 16.00 Winner SF1 v Winner SF2	

RWC 2025 OPPORTUNITIES

RECRUIT FEMALE PLAYERS	RECRUIT OFF FIELD VOLUNTEERS	SCHOOLS	INCREASE BAR & CATERING REVENUE
RECRUIT MALE PLAYERS	RECRUIT COACHES	COLLEGES & UNIVERSITIES	ENGAGE LOCAL MP & COUNCIL
RETAIN PLAYERS	RECRUIT MATCH OFFICIALS	LOCAL COMMUNITY GROUPS	FUNDRAISING FOR FUTURE PROJECTS
RE-ENGAGE LAPSED PLAYERS	BRING THE WHOLE CLUB TOGETHER	LOCAL BUSINESSES	SHOWCASE YOUR CLUB

IMPACT 25

MAXIMISING THE WOMEN'S RUGBY WORLD CUP 2025 AT YOUR CLUB ACTIVATION GUIDE

IMPACT 25

PLANNING TIMELINE

LET'S USE THE WOMEN'S RUGBY WORLD CUP 2025 TO GROW THE GAME

RWC 2025 PLANNING

	MAY		JUNE					JULY				AUGUST				September				
Task w/c	19th	26th	2nd	9th	16th	23rd	30th	7th	14th	21st	28th	4th	11th	18th	25th	2nd	9th	16th	23rd	30th
Facility Review																				
Facility working party weekend																				
Event Planning																				
Volunteer Recruitment																				
Social Media / Marketing Strategy Planning																				
Social Media/Marketing Plan Implementation																				
Organise and promote match day events																				
Order Food & Refresments																				
Book Entertainment																				
Attend RWC webinar																				

DEVELOP YOUR EVENT PLANS

EVENT IDEAS	Lead Person	No. of Volunteers	Proposed Dates	Volunteers recruited	Plan in Place
Watch Parties	John Doe	6	ALL RED ROSES FIXTURES	☑	☐
Community Fun Day	Jane Doe	15	Sunday 24th August	☑	☑
Match Day Rugby Activities	Joe Coach	6	All RED ROSES FIXTURES	☑	☑
Themed Catering	Sara Cooke	4	Friday 22nd August,	☐	☐
Intra Club T1 Rugby Festival	Jayne Doe	8	Saturday 30th August	☐	☐
School Festival					
Sweepstake					
Raffle					

EVENT	Watch Parties	Community Fun Day	Match Day Rugby Activities	Themed Catering	Intra Club T1 Rugby Festival	School Festival	Sweepstake	Raffle
Volunteers	6	15	6	4	8	8	2	2
TASKS	TV Licence	Book Entertainment	Organise Teams	Decide Themes	Set Date	Set Date	Decide Pricing	Ask for Prize Donations
	Advertise	Arrange Activities	Organise Referees	Source Products	Invite club members	Decide Format	Confirm Prizes	Find Tombola Barrel
	Invite Members	Invite Community Organisations	Set up Pitches			Invite Schools		Confirm price
	Invite Sponsors & VIPs	Confi sidesh						

Event Idea	Event Lead	Task	Task Lead	Completion Date	Comments on Progress	Completed
Watch Party	John Doe	TV Licence	Gina Screen	31st July 2025	Checked and confirmed TV Licence in place	☑
Watch Party	John Doe	Invite Members	Membership Secretary	3rd Aug 2025	Invite sent to all members. Event reminder to be sent 1 week before	☑
Match Day Activity	Joe Coach	Organise Referees	Dave Whistle	14th July 2025		☐
Themed Catering	Sara Cooke	Decide Themes	Catering Lead	22nd July 2025	Met with Sara and started to plan themes. Will confirm plan shortly	☐
School Festival	TBC	Invite local Schools	TBC	20th July	Require a volunteer to lead	☐

IMPACT 25

DELIVERING YOUR PLAN - EVENT DAY CHECKLIST

Event Date

Pre Event		Outdoor Activities		Indoor Activities		Post Event	
Start Social Media Campaign	☑	Volunteers	☑	Refreshments Ordered	☑	Follow Up with activity attendees	☐
Update Website	☑	First Aid cover for activity	☑	Raffle Organised	☑	Showcase event on Social Media	☐
Invite existing Club Members	☑	Sessions/Activities planned	☑	TV Licence valid	☑	Promote next event	☐
Invite Community Groups	☑	Risk Assessments undertaken	☐	All TVs in Working Order	☑	Thank volunteers	☐
Invite Local MP/Sponsors & VIPs	☑	Promoted on Social Media	☑	Table and seating plans in place	☐	Thank attendees	☐
Confirm Volunteers & Staff	☑	Invited Community Groups	☑	Bar Staff confirmed	☑		☐
Order Refreshments	☑		☐	Catering Staff Confirmed	☐		☐
	☐		☐	Meet & Greet visitors	☐		☐
	☐		☐		☐		☐
	☐		☐		☐		☐

DELIVERING YOUR PLAN - EVENT DAY SCHEDULE

Date: Sat 6th September															
TASK	**9.00**	**10.00**	**11.00**	**12.00**	**13.00**	**14.00**	**15.00**	**16.00**	**17.00**	**18.00**	**19.00**	**20.00**	**21.00**	**22.00**	**23.00**
Volunteers Arrive															
Confirm Plans															
Meet & Greet & Register Attendees															
Risk Assess Activity Areas															
Mini Rugby Activity															
Junior Rugby Activity															
Adult Rugby Activity															
Clear Up Outside															
Clubhouse Set Up															
Refreshments															
Indoor Activities															
Match shown Live															
Themed BBQ															
Clear Up Indoors															

1 PREPARING YOUR CLUB

PREPARING YOUR CLUB TOP TIPS

1

- Social Spaces
- Toilets
- Audio Visuals
- Pitches
- Licensing

RED ROSES England Rugby

3 VOLUNTEER RECRUITMENT

TOP TIPS TO RECRUIT NEW VOLUNTEERS

3

- Makes roles visible and accessible
- Create a welcoming environment
- Offer flexibility
- Promote the variety of roles available
- Match roles to your club's needs

SHEPPEY RFC
CASE STUDY

Engaging community groups

Nathan Gilson – age grade dor
Email nathangilson@sheppeyrfc.Org

SHEPPEY RFC

MAY 2024

YOUTH COACH NUMBERS

4x COACHES FROM START OF SEASON

3X COACHES JOINED AT CHRISTMAS

2X COACHES PLUS JDOR LEFT MAY 2024

SCHOOLS AND COMMUNITY

“0” commitments

YOUTH PLAYER NUMBERS

MAY 2024 YOUTH NUMBERS

REGISTERED GIRLS - 11
ACTIVE GIRLS - 8

REGISTERED BOYS - 24
ACTIVE BOYS - 11

SHEPPEY RFC

RECRUITING PLAYERS

SCHOOLS AND COMMUNITY

Created a Schools progamme with all schools on the island where we go in and both coach the children and also teach the PE teachers to coach rugby effectively

Give the children an official invite to the club aimed at being delivered to their parents

Making sure from the minute the family walked through the gate they were welcomed correctly and made to feel part of the club from the start.

Making sure all our processes were as lean as possible no waste, no confusion for parents to get frustrated

If we make a promise - “KEEP IT” not matter what

SHEPPEY RFC

RECRUITING PLAYERS

2x planned events aimed at Youth girls

Girl Guiding Link

Scouts Link

SHEPPEY RFC

RECRUITING VOLUNTEERS

YOUTH COACH NUMBERS

Give them an incentive to come - membership reduction, pay for courses, give them the tools they need to do their role, give them protection and support all the time

Speak to past players that have left to find out why they are coaching somewhere else and how we get them back to us

Speak to present players as to who would like to get their qualifications and start to build their own team

Rewards and awards - volunteering should **NOT** be a thankless task

SHEPPEY RFC

MAY 2025

YOUTH PLAYING NUMBERS

122 new players this season supported by **22** coaches
Overall growth in players 358%

Nearly a 50/50 split between our girls and boys

U12s, U14s and U16s girls all actively playing rugby matches

U9s, U11s boys, U12s boys all developed into teams now playing regularly

U8 & below grew 100% from the previous year and all children who registered stayed the entire season we lost **“0”** children

MAXIMISING OPPORTUNITIES

TOP TIPS

1

1.Drive the profile of your club throughout RWC2025

2.Create a marketing plan for August – October with all your events & opportunities to watch RWC2025

3.Create packages for games – food, drinks arrivals, table bookings

4.Club photo wall / social media shots of people at games at RWC2025 to increase profile

5.Run sweepstakes for England RWC2025 matches

RED ROSES England Rugby

2 SOCIAL MEDIA AND MARKETING

SOCIAL MEDIA & MARKETING TOP TIPS

2

Before the Tournament

- Build excitement, promote your events, and encourage new members to join

During the Tournament

- Share live updates, photos and videos to celebrate the atmosphere, boost participation, and connect with your community

After the Tournament

- Keep the momentum going – share highlights, thank attendees and volunteers, and promote ways to get involved long-term (e.g. open days, taster sessions, new player/volunteer recruitment)

SOCIAL MEDIA ASSETS

- Clubs will be provided with Marketing Assets and Templates to promote their RWC2025 events in early July through the CGU
- Toolkits will be provided to share a link to these
- The resources shared by England Rugby will be the only World Rugby-approved assets that use their IP, e.g. Women's Rugby World Cup
- The resources will include: posters, social media templates to promote fixtures featuring images of England's Red Roses

NEXT STEPS

WHAT NEXT?

What two things do you plan to do following this webinar?

Please add to the CHAT

DATES FOR YOUR DIARY

RFU Webinar: Celebration of Rugby

Wednesday 11th June from 7pm to 8pm

Register here

RFU Webinar: The Rugby World Cup & Beyond at your club

Monday 7th July from 7pm to 8pm

Register here

IMPACT 25

ULTIMATE RUGBY WEEKEND

Get ready to celebrate what we hope will have been a superb World Cup Tournament by giving any rugby activity planned a huge boost over our Ultimate Rugby Weekend.

We will use the weekend after the RWC25 final to encourage the entire rugby network to come together and celebrate the sport

Mark your calendars for 3rd – 6th October 25

So, what can we do now?

- Link with your W&G Forums – are there any plans for festivals / fun days?
- Don't miss out on an opportunity to enhance any activity already happening or use this as an opportunity to create something with a bit of a Wow Factor!

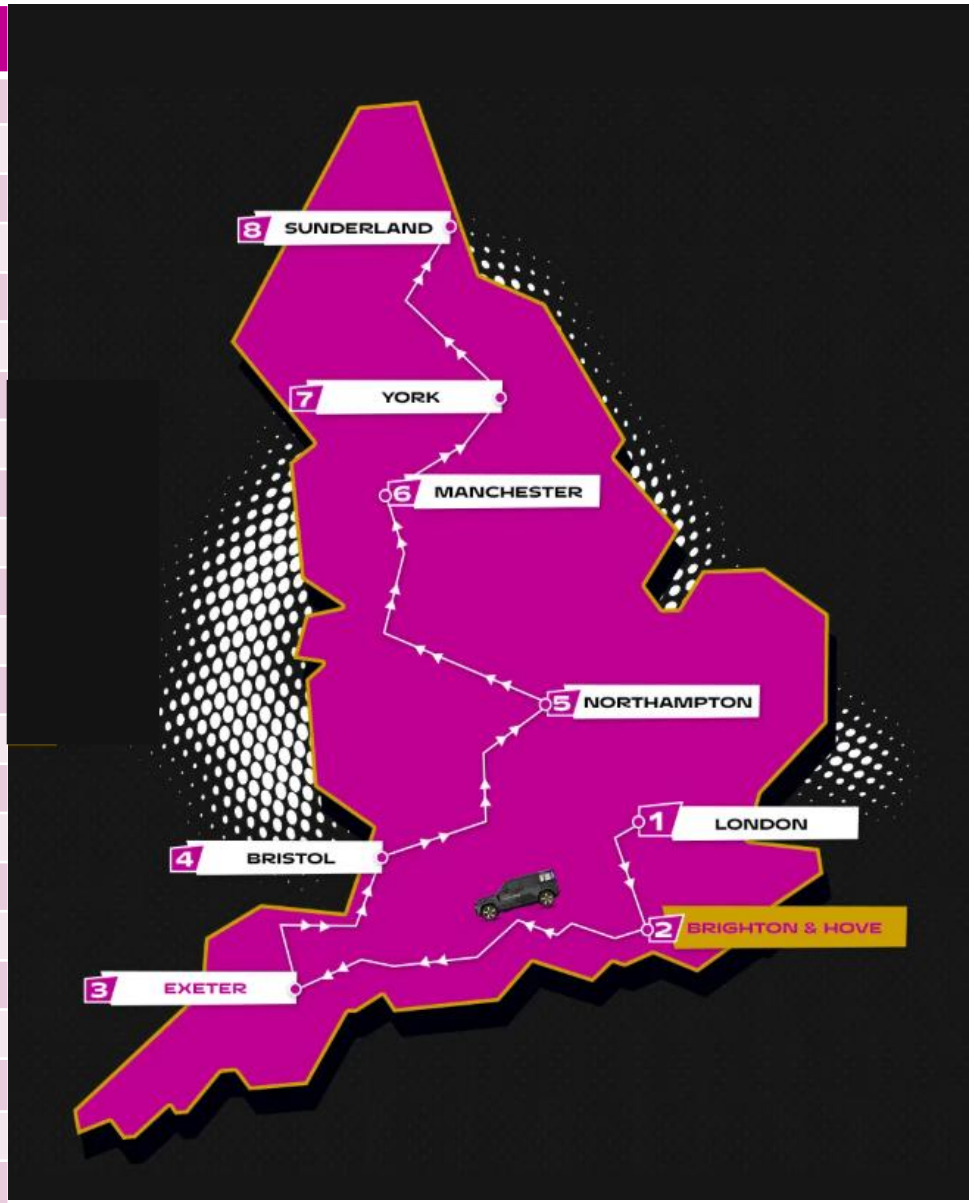
There will be opportunities and special appearances for some lucky events across the country

Further information to come on 10th June

IMPACT 25

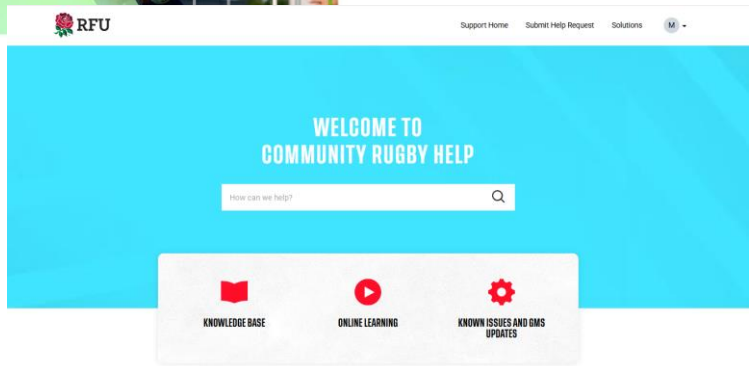
TROPHY TOUR

Date	Trophy Location	Time	Host City
20.05.25	Exeter Cathedral (including Strive '25 activity on the Green)	10am - 12pm	Exeter
20.05.25	Princesshay Shopping Centre, Exeter	1.30pm - 5pm	Exeter
21.05.25	Princesshay Shopping Centre, Exeter	9am - 12	Exeter
21.05.25	Girls Rugby Festival at Crediton RFC	12.30pm - 2pm	Exeter
22.05.25	Princesshay Shopping Centre, Exeter	9am - 2pm	Exeter
23.05.25	Rising Roses Girls Festival at Ashton Gate, Bristol	10.30am - 11.30am	Bristol
23.05.25	Millennium Square Footprint, Bristol	12pm - 6pm	Bristol
24.05.25	RFU Club Visit at Kingswood RFC, Bristol	9am - 10.30pm	Bristol
24.05.25	T1 Rugby Festival at College Green, Bristol	12pm - 3pm	Bristol
26.05.25	Northampton Market Square - Strive '25 Activity	9am - 3am	Northampton
27.05.25	Brackley Town Centre	9am - 11am	Northampton
27.05.25	RFU Club Visit at Northampton Casuals RFC	5am - 6.30pm	Northampton
29.05.25	Central Library	10am - 4.30pm	Manchester & Salford
30.05.25	Impact '25 x Community activity: Girls Rugby Festival at Eccles RFC	10am - 11.30am	Manchester & Salford
30.05.25	Media City UK, Manchester	2pm - 4pm	Manchester & Salford
31.05.25	RFU Club Visit: Pitch up and play event at Didsbury Toc H RFC	10am - 11.30am	Manchester & Salford
01.06.25	Parliament Street Square, York	10.30am - 5pm	York
02.06.25	Parliament Street Square, York	10am - 3pm	York
02.06.25	RFU Club Visit at York RFC	6pm - 7.30pm	York
03.06.25	Impact '25 x Community activity at York RI for a Rugby Festival	1pm - 3pm	York
05.06.25	Impact '25 x Community activity at Barnes Park, Sunderland	9am - 11am	Sunderland
05.06.25	RFU Club Visit at Jarrovians RFC, Hebburn	5.30pm - 7pm	Sunderland
06.06.25	Food Festival on Keel Square, Sunderland	12pm - 4pm	Sunderland



SUPPORT

- Rugby World Cup 2025 Activation Guides & Trophy Tour
- Age Grade Updates: Regulations for 2025/26, Summer Activity Framework & U18 Girls Playing Calendar
- Women & Girls
- Community Rugby Help
- Marketing your Club (including social media guidance)
- England Rugby Website



RWC2025

THIS ENERGY NEVER STOPS

WATCH THE VIDEO HERE

ELLIE
KILDUNNE
umbro

THANK YOU

QUESTIONS FOR YOUR CLUB

- Are you engaging your local community?
  - Who? How?
- What's your USP to attract people to attend?
- Does it have to be a rugby event?
- Are your RWC2025 events linked to your priority aims:
  - ✓ Recruitment?
  - ✓ Retention?
  - ✓ Revenue generation?

QUESTIONS FOR YOUR CLUB

- Are you current RWC2025 plans just for females?
- Could your current RWC2025 plans include the whole club?
- Are your RWC2025 rugby activities inclusive?:
  - ✓ T1 Rugby? Touch Rugby? Tag Rugby?
  - ✓ Walking Rugby? Mixed gender? Mixed ages?
  - ✓ Age Grade Rugby training or fixtures?
  - ✓ Watch parties? Craft activities? Girl Guide activities?