

# Working with schools - Top Tips

If you are planning to build links with your local schools, we know there are often obstacles to overcome. It can take perseverance and a range of different approaches.

To support your school club link here are some ideas and possible next steps.



**England  
Rugby**

# Engaging the school

Try to **find a connection** at the school, such as a current player or parent of a player.

If you are sending emails to schools take the time to personalise each message to the relevant person. In the first instance we recommend contacting the Head of Sport/PE for secondary schools and Head of School for primary schools.

If you want to link with a number of schools – for example, host a local girls’ festival – a **School Games Organiser** may be able to help. They may already have rugby events planned which you can support. A quick search for School Games Organiser and your area should bring up the Active Partnership webpage with the School Games Organisers contact details.

Your local **County Schools Union** (CSU) may also be able to put you in touch. “Cold calling” can be less effective for initial contact, so you might need to persevere.

Remember, rugby union is one of many sports trying to engage with schools and school staff will prioritise their curriculum. Think of how you can **sell the benefits of rugby** union, how you can meet what the school needs are and make it easy for the school to work with your club.





# Transitioning players to the club

If you are running sessions within the school, we recommend hosting a final session or even better, a festival for a number of schools, at the club's facility. This allows the **girls to experience and be familiar with the rugby club facility**. This can take perseverance and organisation so talk to the school from the offset about how you can achieve this.

Think about some of the **barriers the young person may have**, travel, cost, perception and if there is any that the club can do to support them.

**Parents play a key role** in a young person going to a club – ensure they have a great welcome and you show off the club and it's girls facilities!

Players are **more likely to come as part of a group** rather than an individual – think about a specific training, or incentivising friends to come.

If the young people only have done non-contact at school, how can you **offer a non-contact option** at the club until they are ready to transition to contact rugby.





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