



England
Rugby

PLAY TOGETHER STAY TOGETHER 2023/24 CLUB ACTIVATION GUIDE



**PLAY
TOGETHER
STAY
TOGETHER**

PLAY TOGETHER STAY TOGETHER 2023/24

Our Play Together Stay Together campaign returns for the new season supporting your club in retaining and recruiting adult males. This guide provides information on the campaign along with how and why your club should get involved.

There are two core audiences for the campaign, with our research highlighting reasons why they stop playing. Our Play Together Stay Together campaign will look to overcome these barriers by showcasing the benefits of playing and encouraging players to stay in the game.

TARGET AUDIENCE 1 16-24 YEAR OLDS



- Focusing on fun and enjoying time with friends
- Showing rugby as a release from school/university work and academic pressures
- Utilising imagery of young players across your channels, so the target audience group see themselves reflected in your content
- Creating a welcoming environment to remove anxiousness about joining a new club or moving grade

TARGET AUDIENCE 2 30+ YEAR OLDS



- Showing the friendships and camaraderie that comes with being part of a rugby club
- Using imagery that shows the rugby club as family friendly
- Providing training and support to keep fit and healthy

CAMPAIGN ACTIVITY

We will generate a series of films containing our two audiences that will be shared across RFU social media channels, and supported by paid media from the RFU channels to reach our target audiences. We will also work with influencers to reach the audience, getting involved at your club, sharing the content and creating your own, will ensure they know where to find you.

The videos will focus on three areas to showcase both the fun of the game and the benefits playing brings.

The content will be utilised throughout the season to ensure we can keep in regular contact with the players, keeping them engaged throughout the season and into summer 2024.

1. FRIENDSHIPS

SHOWCASING
FRIENDSHIPS DEVELOPED
OFF THE PITCH



PROMOTED:
OCTOBER AND DURING 6 NATIONS

2. CAREERS

HOW RUGBY CAN SUPPORT YOUR CV
AND NETWORKING OPPORTUNITIES
TO SUPPORT CAREER DEVELOPMENT



PROMOTED:
FEBRUARY

3. RELEASE

HOW RUGBY SUPPORTS
YOUR PHYSICAL AND
MENTAL WELLBEING



PROMOTED:
DECEMBER AND APRIL

WHY YOUR CLUB SHOULD GET INVOLVED

- It is developed using research and insights to help us overcome barriers to participation and keep more players in the game.
- To show your club as a supportive place, enriching the lives of players, and will motivate them to train and play for you.
- To remind current and former players why they love the game and should keep playing.
- To help with match completion and show your club is a thriving part of the community.
- To recruit new players, who may have moved to your area for University, or for a new job.



HOW YOUR CLUB CAN GET INVOLVED

1. Share and re-post the videos posted on RFU on your social channels
2. Create your own content featuring your players using the templates and guidance provided
3. Utilise campaign assets in club comms e.g. posters, WhatsApp designs
4. #PlayTogetherStayTogether in all social posts
5. Use our paid media guide [here](#) to help with player recruitment
6. Review your club culture and create an action plan using the Age Grade Transition Guide

All assets and guides can be downloaded from www.englishrugby.com/participation/running-your-club/resources

Further updates will be provided throughout the season via Community Game Updates, The Grassroots Rugby Social Media Support Group and @RFU X Channel.



BELPER RFC

To enable the club to thrive Belper RFC needed to create a 'one club' culture, with inclusivity across juniors, senior and women's teams, all working together to support each other.

The club implemented a series of small actions to support their objectives including:

- Increasing their social media presence, posting club news and sharing assets created by the RFU.
- Fixtures on a Friday – helping with player availability, increasing crowds and bar revenue.
- Membership fees include match fees, taken by direct debit each month, so easier for players to manage finances.
- Club captains and AGR Directors talk to new players on social media before their first session to help build a relationship and then speak to them post session to ensure they enjoyed it.

