

# PITCH UP FOR RUGBY

12 & 13 September

## YOUR PUBLICITY GUIDE

We want your Pitch Up for Rugby weekend to be as successful as possible.

With that in mind, we have produced this guide to help promote your event in the press and on social to ensure your event is a hit!

ANY PRESS RELATED QUESTIONS CAN BE DIRECTED TO [MEDIARFU@RFU.COM](mailto:MEDIARFU@RFU.COM)

YOU CAN FIND FURTHER RESOURCES AT:  
[WWW.ENGLANDRUGBY.COM/RESOURCES](http://WWW.ENGLANDRUGBY.COM/RESOURCES)



### AUDIENCE

Pitch Up for Rugby is all about getting the club back together but it is also an exciting opportunity to really showcase your club to the local community.

Consider the types of stakeholders you want to attract and then go for it. They could be:

- Club community
- Wider local community
- Local businesses
- Potential sponsors

### CHANNELS

Once you understand who you want to attract, you can start to plan your campaign. Different stakeholders will interact with different channels so make sure you cover all bases.

- Posters and leaflets in shop windows, through doors and put up at the club
- Direct email to your club community asking them to help spread the word
- Club website—is it up to date?
- Social media
- Local newspaper and magazines
- Local TV and radio broadcaster
- Sponsors—offer to add their logo to any promotional material in exchange for spreading the word

### PRESS & PR

Getting press interested in your event is one of the easiest ways to promote your event and generate interest. Be clear what makes your Pitch Up for Rugby weekend interesting; do you have any notable guests attending or are you recognising a volunteer for doing something special over the last few months?

- Send a press release to local newspapers or magazines using our [template](#)
- Invite your local TV or radio broadcaster down
- Some publications still carry free listings for local events

### SOCIAL MEDIA

Social media is a vital communication tool and it is particularly effective for communicating with younger audiences.

- Interlink your social media pages; on Facebook include your Twitter handle etc and remember to keep it up to date.
- Promote your event on Facebook, Twitter, Snapchat, Instagram, YouTube; do you have an active group on Facebook or do you get better traction on Instagram?
- Use the hashtag #pitchupforrugby and remember to include it on everything you post including your website, promotional emails and print materials.
- Tag @EnglandRugby  
We love to hear your stories!

### ON THE WEEKEND

As well as your club being the host with the most, you need to make sure you are maximising the opportunity while you have peoples attention.

- Make sure you take photos during the weekend and post your best images and highlights on your social media channels
- Collect quotes from club members
- Update your website throughout the day
- Collect details of potential members, sponsors and other interested parties that you can follow up with after the event or point them in the direction of your website and social sites
- Remember to use the hashtag #pitchupforrugby and tag @EnglandRugby

### AFTER THE EVENT

Just because your weekend is over, it doesn't mean you can rest on your laurels. This is the time to tell the community how great your event was and follow up with any potential members or sponsors.

- Send a post-event press release using our [template](#) to local press
- Include photos from the event and add quotes from club members
- Follow up with local businesses
- Email club members or post on social to thank them for attending or volunteering on the day
- Email non-members and encourage them to become part of your rugby family
- Update your website and social media channels with stories from the weekend

DON'T FORGET TO EMAIL OVER YOUR STORIES AND IMAGES FROM YOUR PITCH UP FOR RUGBY WEEKEND