



England  
Rugby



NatWest

Supporting your club & community

## NatWest RugbyForce in action

**Aireborough RUFC** ran a successful crowdfunding campaign to develop a grassed training area under floodlights for use as a training facility as part of NatWest RugbyForce. Something they have not had access to during their near 50-year history.

Setting up their crowdfunding campaign was easy too - a few snaps of the area they were developing, alongside a short punchy description of what they were aiming to do, really grabbed the attention of their club members. They also engaged the local community, including local businesses.

Aireborough RUFC smashed their initial target on day 3 of the 14 day initiative and ended up setting two further stretch targets - they originally aimed to raise £2,000, and ended up raising over £5,500 which was truly amazing.

The new training facility is now fully grassed. This facility will then mean they can develop contact skills all year around for their junior and senior playing members, another great step in the right direction for their club.

To run an effective crowdfunding campaign they recommend you take the opportunity with both hands, and run hard with your project. Email / tweet local businesses and be cheeky. Use your social media to tweet updates and posts, and your website for directing people to the crowdfunding site. You'll also find that people / businesses you would never imagine will support your cause, if you tell the story of the direct impact they will have on the beneficiaries of their donations. It's not just the usual friends and family that will help you.

**Alton RUFC** before the weekend organised the materials for the work and assigned leaders for each separate project. Over the weekend there were 40 volunteers involved. They knocked down walls in the existing toilet, improved the layout and installed disabled facilities. Others also helped put down a decking area outside the clubhouse.

The improvements have created a friendlier atmosphere around the club. Due to the improved disabled access and outside decking area, the club has seen an increase in members using their facilities.

Attending the NatWest RugbyForce workshop and meeting different people, has encouraged the club to talk to others when they need help and made the club more open to others. The club now hosts local hockey and cycling clubs.



**Telford Hornets RFC** were losing revenue and unable to use their pitch due to waterlogging. In 2016 over the NatWest RugbyForce weekend, they raised the pitch, replaced pipes and put in drains to preserve the pitch. There were a total of 30 people involved in helping over the weekend.

The improved condition of the pitch has allowed the club to save money on hiring out external pitches when theirs was not suitable to use. Since the improvements, the clubs has not had to cancel any games and has generated revenue from hiring out the pitches in the summer to host company sports days, council courses and community events.

Thoroughly planning the weekend and investigating what work can be done within the club and what needs to be sub-contracted has made the most of club funds.

**Camp Hill RFC** typically, has identified NatWest RugbyForce projects like erecting fences, improving disabled access and slabbing social areas. The key for the club has been planning and scoping projects, publicising it across the club to ensure they get the right bodies in place at the right time and then ensuring the Project Manager has got everything to get the projects complete.

The opportunity the club identified in 2017 was increasing the space available to the clubs excellent physios, ably led by Edwin Knight, who've traditionally worked in cramped and wholly inefficient space. The opportunity presented by Crowdfunding allowed Camp Hill RFC to think bigger.

Crowdfunding allowed the club to scope, plan and cost the project and equally as important to identify a theme and a series of messages. The Crowdfunding support team took them through the process and supported with advice, which proved invaluable in bringing the project together in an organised and timely manner.

The club set a Crowdfunding target of £3.5k and launched their campaign theme of 'Help Camp Hill to Help Edwin!' after engaging with a couple of sponsors to offer incentives, including freebie meals at some of Solihull's finest eateries and tickets for Wasps games.

The result was the club raised £8.5k, smashing their target. The feel good factor and mutual back slapping created a real buzz around the club and enabled the club to take the project further than they ever imagined.

Crowdfunding made the club work harder to deliver the outcome they wanted but it had other less obvious spin offs in encouraging and fostering greater cooperation and collaboration from players, sponsors and members. It made the club engage with a wider body of volunteers and helped raise the awareness, knowledge and understanding of how the club operates and interacts both internally and with the community.

**Drybrook RUFC** has found that the NatWest RugbyForce weekends are a success and a regular feature in their yearly calendar. Jobs that previously took months to complete are now completed over the weekend. They turn the day into a social event, providing drinks, food and music and believe it's great for team spirit and bonding.

To ensure the weekends run smoothly, the club plan out the projects in advance and allocate team captains to different projects over the weekend. Around 60 people volunteer over the weekend and the club have found that the weekend has increased the clubs volunteer base each year.

**Tupton RUFC** improved their pitches over the weekend to deal with waterlogging issues which were preventing games from being played.

The club advertised both internally and in the community and found that using the NatWest brand name made it more appealing. Over 40 people were involved over the weekend.

Since the pitch improvements, the club hasn't had to cancel any rugby games, whereas in the previous season the club cancelled 12 games due to waterlogging issues affecting the pitch conditions. By playing more games, members have stayed more engaged and are spending more money at the club. The club is now able to train and play as often as they would like.

## Free NatWest RugbyForce toolkit

An online toolkit to provide clubs with a range of resources to assist your NatWest RugbyForce project and community event.

**Content includes digital copies of the workshop workbooks and additional tips, advice and templates.**

Visit [www.englandrugby.com/governance/club-support/natwest-rugbyforce](http://www.englandrugby.com/governance/club-support/natwest-rugbyforce) to access the above.