



England
Rugby

♥ rugby

School & College Activation Guide



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WELCOME

WELCOME

Love Rugby is a new campaign to give girls a voice and raise visibility that rugby union is a game where girls belong. We want girls to have the belief and confidence that rugby is for them.

Love Rugby will help schools, colleges and clubs to share the passion, energy and fun that girls experience from playing rugby with their friends.

This guide will explain how your school or college can engage with the Love Rugby campaign, raising the profile of girls' rugby within your school, college and wider community. Using the Love Rugby resources is an effective way to inspire the girls to play.

SARAH HUNTER, ENGLAND'S MOST CAPPED PLAYER SAID:

“THERE IS A HUGE OPPORTUNITY TO ENGAGE AND GROW THE GIRLS' GAME, ESPECIALLY AS WE LEAD UP TO HOSTING RUGBY WORLD CUP 2025. I LOVE THIS CAMPAIGN AND AM EXCITED TO SEE MORE GIRLS GIVING RUGBY A GO, WHETHER THAT BE AT SCHOOL, COLLEGE OR THEIR LOCAL CLUB.”



ENCOURAGING GIRLS TO GIVE RUGBY A GO AT YOUR SCHOOL/COLLEGE

ENCOURAGING GIRLS TO GIVE RUGBY A GO

Here are some considerations you should plan for in preparation for delivering girls' rugby at your school or college:

- What age will you offer rugby to and why?
- Do you have enough capacity to provide a variety of options?
- Can you run girls only sessions or mixed (non-contact only)?
- When will rugby be offered – in curriculum time, lunchtime clubs or after-school clubs?
- What clashes need to be avoided?
- What is the cost to parents?
- How will you engage and promote the benefits of rugby to parents and pupils?
- Are there local clubs that you can work with?



ENCOURAGING GIRLS TO GIVE RUGBY A GO

For girls to feel welcome and excited to play rugby, it is vital that they have access to the right provisions. This includes having secure and separate changing facilities, equal use of pitches and outdoor areas to the boys, and kit that is specifically for girls to make them feel valued. Offering girls-only touch sessions would be a great way to encourage girls to play, where they can feel safe and confident in learning a new skill. If this is successful and the girls have found their confidence, mixing them with the boys could then be an option to build bigger game opportunities and include everyone.

Resources

For more information please visit [Growing the Girls Game](#) and [Introduction to Girls Rugby – Schools and Colleges toolkit](#).

Visit our [website](#) for all information on the playing offer in colleges and schools.

You will find that some girls really enjoy rugby and they may want to continue to play rugby at a club. It would be good to gather a list of clubs and make initial contact with them to provide a direct pathway. You may also find that coaches from those clubs offer to come into your school/college to deliver some sessions, building great relationships. Within the education pathway, you could have older students who wish to support rugby activity within younger age groups, alongside teachers. Facilitating this is a great way to build a rugby-playing community within education.



BRAND ASSETS

BRAND ASSETS

To create a national 'Love Rugby' campaign, that will engage girls and become well recognised, we need a consistent and quality message across all national and local communications. Our brand guidelines will help you to achieve this.



BRAND ASSETS

Posters

Print these posters and put them up around your school and college. There is the option to add your details to them. Either do this before printing if you have the means or handwrite once printed.

Social Assets

Share social assets across your social media channels there are a variety of static and video assets to choose from. In your posts, include links and information on how girls can get involved in rugby at your school or college and include **#LoveRugby**

Download Love Rugby assets from [here](#).



SOCIAL MEDIA GUIDE

FACEBOOK

All about information

This is where the parents will expect to find out about events and activities

- Post about girls' training sessions, fixtures and team updates
- #LoveRugby



INSTAGRAM

All about photos

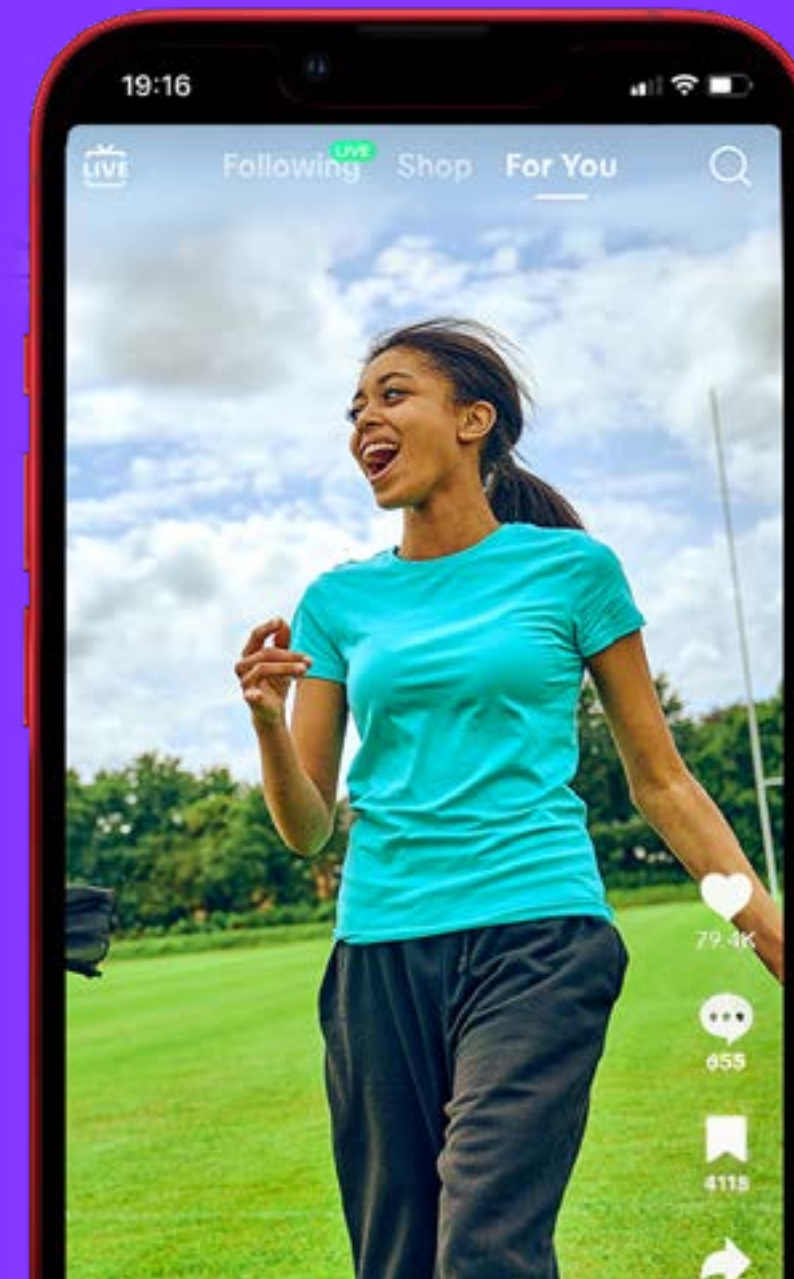
- Share memories and photos from your sessions and team/PE lessons/after school clubs
- Encourage players/teachers to share photos and tag the school/college
- Post interactive stories with polls, questions and more
- #LoveRugby



TIKTOK

All about video

- Engage with girls who may want to get involved with rugby
- Let players have fun and show the enjoyment they have playing rugby
- Keep up to date with recent trends and viral moments



X

All about the now

- Make people want to get involved and stay involved
- Keep people informed about sessions with key information
- Share the benefits of girls playing rugby and what the school has to offer to girls
- #LoveRugby





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