

General Overview

1. Get coaches and ideally additional people prepared to be administrators together
2. Find a field you can practice on
3. Establish a USA Rugby Club
4. Establish and identity by picking a team name, colors, and a logo
5. Set up interest form and and sign ups
6. Buckle down for recruitment
7. Get a kit design ready and obtain sponsors
8. Get the kit in production
9. Establish a practice schedule and practice plans
10. Set up a team store

Getting Coaches Together

1. Reach out to local rugby networks to put out a message that you are looking for coaches in your area.
2. Ideally you would want 3 coaches per team. One of these coaches is required to be Level 1 Coach Certified. This Level 1 coach must be present at all practices, otherwise claims that occur during the practice will not be covered by the USAR player insurance.
 - a. In the event that you are hosting a boy's and a girls+ combined team (many do early on) having an additional coach with experience coaching or playing girls rugby is encouraged.
3. Ideally you would also want people ready to at least fulfil Treasurer and Team Manager roles.

Creating a USA Rugby Club

1. Reach out to local SBRO, for us that would be NHMYRU

Becoming USA Y&HS Eligible

1. You need at least 1 Level 1 Certified Coach for the club (ideally all coaches would be Level 1 or planning to be soon for high school contact rugby)
2. Club fee to USA Rugby paid (\$200)
3. Club has 8+ players registered to it

Finding a Field

This is the most difficult part of getting a club together in most cases. Here is some guidance, but likely you will need connections or need to get lucky:

1. Reach out to your local recreation/community services department. See if they can spare field space for you. Be prepared to follow up. (Also be prepared that the best thing for the club for field

space is to have it hosted through a local rec department. It will give access to those facilities and take some administrative stress off you).

2. Reach out to local schools to see if they offer their field for rent. Private schools (in our experience) have been more receptive to this.
 - a. It is almost always essential to have a connection with somebody connected with the school to get this done. Be it a parent or one of your coaches.
3. As a last resort you can consider indoor facilities. However, you are going to need to be WAY ahead of time and able to spend a LOT of money to do this. Typically these facilities book up with recurring programs multiple seasons in advance. These spots will also give certain sports priority over unfamiliar ones like rugby. It's an uphill battle.

Additional tips:

1. Many fields/facilities will require a COI before you can book/use it. You can get this through your club membership with USA Rugby. In this case you would have to establish your club first in order to provide a COI to secure the field.
2. Do not list a specific number if you are offering to pay for a field space. You run the risk of offering to overpay.

Creating Logos

Creating good logos is difficult and/or expensive. However, it is critical to starting a club by giving it an identity. Here's some helping tips:

1. Pick a mascot that is either easy to draw/create/find a reference of
2. Look up logos that use the mascot for reference
3. Pick a color palette. You can find cohesive ones by googling "sports team color palettes" Or if you have a primary color in mind use google or ChatGPT to create a color palette from there.
4. This color palette should look to have at LEAST 3 colors and a MAX of 5.
 - a. The 3 should be primary, secondary, and an outline color (black is typical)
5. Use your reference and color palette and begin

Here are some practices to consider when it comes to logo creation:

1. Simple is always better, no need to create massively detailed illustrations. Basic shapes go a long way. It should be instantly recognizable and which is easier when the elements of it are non-complex.
2. Outlines are crucial for making logos pop and look more official
3. Do NOT use a default font. The font should be legible and fit the theme of the logo.
4. Do not use too many words. Mascot, Location, and RFC are good. Avoid "taglines/slogans"

Here are some examples:



If you want a free logo, email mainehsrugbyassociation@gmail.com. Andrew Jacques (the creator of the left and right example logos) will be willing to help best he can.

Otherwise you can also consider commissioning a logo. Here are some possible options to commission from:

1. Fiverr - <https://www.fiverr.com/categories/graphics-design/creative-logo-design>
2. Tailored Logos - [Link](#)
3. Dunson Design Co. - [Link](#)

Interest Forms

Interest forms are essential to providing a low stakes method for a player to connect with your club. It gives you a chance to convince players and their parents through a welcoming first impression without them having to commit to paying the player fees yet.

1. I suggest using Jot Form. It was one of the few platforms that allowed unlimited responses for free. A [link to that](#)
 - a. [Example here](#)
2. You can also just use Google Forms, it's perfectly acceptable and familiar. I would just suggest putting in some design choices away from the default if you can. Just a tone of being more professional.

Sign-ups

This is how you fund your club operations! There are two main methods for this:

1. This is the method I would suggest early on. Set-up sign-ups through your USA Rugby club page. It will just build onto the CIPing expenses so it can all be done in one place.
2. Use an external sign-up/communication platform (TeamSnap, TeamReach, etc.)

The main considerations for these sign-up costs are:

1. Your community, what is affordable in your surrounding community
2. Your expenses, how much would you need to charge to cover the costs you will incur
3. Commitment, I know we all want to charge as little as we can for access BUT a key thing we have found is that if you are not charging enough, then commitment tends to be spotty. It's important to find a balance for this.

Recruitment Methods

3. Draft emails to coaches of out-of-season sports. Tell them about your club and how rugby would be of benefit to their athletes. Ask them if they would be interested in meeting or to pass your info on to athletes that might be interested. Here is an example template:

- a. Hello Coach [blank],

My name is [blank], and I am [coach/team manager/etc.] for [team]. I wanted to reach out to tell you about our rugby team, [the team], we are located in [location]. Our team is looking for more interested players! We would love to have the chance to put this opportunity in front of [school mascot] [sport] players! [could add something here about specific ways they translate well]. Our primary season is in the Spring. If you would like more information I'd be happy to answer questions. I have also attached flyers with some additional info.

If any of your players are interested in joining rugby please have them reach out! If you want to meet to talk about the opportunity further I'd be happy to schedule a time to meet virtually or in person.

[sign off]

- b. Attached to this email I have a team specific recruitment poster and general materials:

HIGH SCHOOL RUGBY
TEAM IN GREATER PORTLAND
NEEDS PLAYERS AND WANTS YOU!

Boys and Girls+ players welcome!

No experience needed!

SEASON:
 March 24th - June 1st

Practices 2 days a week

@PORTLAND RUGBY CLUB PRACTICE FIELD

Fill out our online interest form!

For information Email Us
 mainehsrugbyassociation@gmail.com

Visit our website
 https://mainehsrugbyassoci.wixsite.com/website



THIS SPRING JOIN

HIGH SCHOOL RUGBY

Quick Information
 Practices 2 times a week
 4 tournaments on Sundays
 Starts week of March 24th (weather permitting)
 5 Clubs around Maine

Contact Information
 mainehsrugbyassociation@gmail.com
 Insta - @mainehsrugbyassociation
 https://mainehsrugbyassoci.wixsite.com/website




HIGH SCHOOL RUGBY

Why Join?

- 1. Be a Complete Athlete:** Rugby allows athletes to unlock all aspects of their abilities as athletes! Offense, defense, pass, catch, tackle, kick, and most of all score!
- 2. Inclusion:** Inclusivity is core to rugby. There's a place for all body-types and identities!
- 3. Physical Fitness & Strength:** Rugby is the perfect sport to get you and/or keep you in shape! Just as effective as conditioning, but far more fun!
- 4. Scholarships:** Rugby can open doors for college scholarships and recruitment, especially with its growing popularity.

FAQs

- Do I need experience?**
 NO, most of our athletes are learning the sport for the first time too.
- Do I need new equipment?**
 Cleats (soccer/FB/FH), athletic clothes, and a mouth guard is all you need.
- No Pads?**
 Yes, but perhaps counterintuitively, this (as well as extensive rules dedicated to safety) can lead to safer play as players are more aware of their body and the positions they put in.
- How do you play?**
 Visit our website for an overview.



4. Create eye catching posters that include info of where, when, and who. Here's an example:

HIGH SCHOOL RUGBY
TEAM IN NORTH YORK COUNTY
NEEDS PLAYERS AND WANTS YOU!

Boys and Girls+ players welcome!

No experience needed!

SEASON:
 March - June

Practices 2 days a week

@LIMINGTON REC FIELDS

Fill out our online interest form!

For information Email Us
 mainehsrugbyassociation@gmail.com

Visit our website
 https://mainehsrugbyassoci.wixsite.com/website



5. Create lawn signs. Make sure "High School" and "Rugby" are displayed prominently along with a contact detail.
6. Reach out to athletic directors and recreation department directors in your area about your effort. You never know who could end up being a tremendous help to your program.
 - a. When you reach out to athletic directors make it clear that you are not looking to add a team/program to their school directly (they will not like that in nearly 100% of cases)

Creating Kits

1. Create a design
 - a. Spized - <https://www.spized.com/en> (less beginner friendly but you can really create complete designs with their design tool)

- b. Tytan Rugby - <https://tytanrugby.com/pages/kit-builder-catalogue-rugby#/> (this is more beginner friendly with a vast selection of preset design)
 - c. Rhino - <https://usa.rhinorugby.com/pages/kitbuilder#/> (like Tytan but a more limited selection, just some different options if nothing else is looking right)
2. Once you've come up with a design idea, the colors won't be exactly what you want. So you'll want to create a color correct color swatch to send to the manufacturer using the hex codes of the colors in the logo. Example below:
3. Reach out to a manufacturer with screen shots of the design you created, the color swatch, sponsor logos with their desired location, and any additional notes in bullets. ([like this](#))
4. Start this process WAY ahead of the season because tracking down sponsors will take some time, and you will have back and forth with edits to the design. All this will need to be finalized before beginning any production.

Contacts:

1. We use Paladin. Our contact (which I think will be the same for the rest of the region) is Tiffany Tate - tiffany.tate@paladinsports.com. Reach out to her with questions or to start the process with them.

Sponsoring Kits

1. A kit of 12 jerseys and shorts (for a 7s team) can be fully funded by \$1,000 of sponsors
 - a. 2 sleeves sponsors \$250 per
 - b. 1 chest sponsor \$500
 - c. Optional: 1 Back Sponsor
2. A kit of 15 jerseys and shorts (for a 15s team) can be fully funded by \$1,200 of sponsors
 - a. 2 sleeves sponsors \$250 per
 - b. 1 chest sponsor \$500
 - c. 1 Back Sponsor \$300
3. Reach out to local businesses, HOWEVER, almost all of our success has come through people who are personally connected with businesses. So, reach out to your business owner friends. If you are part of a business, see if they would be willing. If you are close to the parents of any potential or current players that own businesses that may be a good source too.

Setting up a Team Store with Squadlocker

Team merch helps increase team spirit and visibility out in the community! It's not a primary consideration, but should be considered at some point. Squadlocker allows you to host a team store for free. It's essentially a print on demand company. So, you don't have to worry or track logistics while having a year round open team store.

1. Create an account <https://teamlocker.squadlocker.com/#/account/login>

2. Pick the articles of clothing you would like to sell
3. Upload your team logo
4. Create designs in a graphic design program (Canva or Kittle are easiest)
5. Here are some examples:
6. Upload them to the designs
7. Then publish your store and you'll get a link to share the store
8. You can then increase the base prices and the additional cost will provide funding for your club