

On Campus Recruitment

Best Practices Manual

Published October 2020

NATIONAL COLLEGIATE
RUGBY

The logo for National Collegiate Rugby features the text "NATIONAL COLLEGIATE" in a smaller, italicized font above the word "RUGBY" in a large, bold, sans-serif font. The text is white and is partially enclosed by a large, white, curved swoosh that starts from the bottom left and curves around the right side of the text.

Attend Activities Fair



SUNY Oneonta Women Recruitment Table

- Attend all Activities Fairs throughout the school year
- Create poster with photos of team on and off the field
- Play match film with a laptop/tablet
- Bring ball and kit so new players can immediately learn about the game

Use QR codes – no need to share pens!

- Create QR code using free online program
- Print many copies so there is no waiting to scan the code
- No need to collect emails at table
- Send students directly to online form
- Form automatically creates spreadsheet of interested students



U of South Dakota Women

Host Interest Meeting

- Host more than one per year
 - Can be in person or virtual
- Gather all participants contact info and contact them asap post-meeting while interest is high



**BW Women's Rugby Team
Meeting Monday, October
14th 6pm Lou Higgins
Recreation Center Room 204**

Host New Ruggers Day

- Target new to rugby people
- Emphasize “no experience necessary” and “no cuts”
- Provide food for all participants



When : Friday, August 30th @ 4:30

Where : Meet up at the steps outside Deeds Field

DENISON RUGBY
OPEN PRACTICE

All are welcome!
No experience necessary.
Come meet our men's and women's rugby clubs and learn more about the sport of rugby!

Contact us for more information:

Ron Tran (Men's Captain)
412-759-1099

Julia South (Women's Captain)
412-327-8271

dumrc · Following

dumrc Denison Rugby is holding an open practice on Friday, August 30th at 4:30 pm. We will meet on the steps outside Deeds Field. No experience is required. Come on out and give rugby a try and meet some of the players. We hope to see you there!

51w

kerrimahon Can't wait to see a match this year!!

50w Reply

34 likes

AUGUST 27, 2019

Add a comment... Post

Help with Dorm Move in Wearing Kit

- Great way to meet a lot of people very quickly
- Be overly friendly and helpful to students and families
- Have business cards to hand out to students immediately arriving to campus



Recruitment Posters and Emails

- Posters in high traffic areas
 - Form building entrances
 - Bathrooms
 - Cafeteria
 - Campus gyms
- Use student directories, student based list serves to send out a recruitment message t
- Ask admissions if they will send an email to all incoming students (male or female) on your behalf



Watch Rugby in Common Space

- Invite interested players to eat pizza and watch rugby in common spaces (dorm common areas, student union, etc)
- Let new players ask tons of questions and get a feel for the game before they attend practice



Connect with Other Campus Clubs/Sports

- Make friends with like-minded groups and recruit share recruits across different seasons
 - Martial Arts/MMA, Fitness groups, ROTC, Greek Life, Wrestling, Hockey, Powerlifting, Black Student Union, Women's Leadership Group



Make Business Cards to Giveaway

- Keep updated contact info, social media handles, and practice times on the cards
- They are very cheap to produce tons
- Hang up/leave around campus in busy areas
- All players should have a stack so they can easily hand out to as many people as possible



Sundaes on Wednesdays

- Host social events that are not based on rugby
- Allow students to meet the team in social ways so they can ask question in non-threatening environment
- Helps raise campus awareness of team

GET TO KNOW US

IUP WOMEN'S RUGBY INVITES YOU TO COME HANG WITH US!

FEBRUARY 18TH, 2020
SUITES ON PRATT
204
6PM-8PM

Sundaes with the Scooters

PLENTY OF TOPPINGS
COME HAVE FUN!!

DM:@SCOOTERRUGBYIUP
Email: RJNY@IUP.EDU

Chalk the Sidewalks

- Write recruitment info in chalk on busy sidewalks on campus
 - Outside of dorms
 - Student union building
 - On the way to the pitch



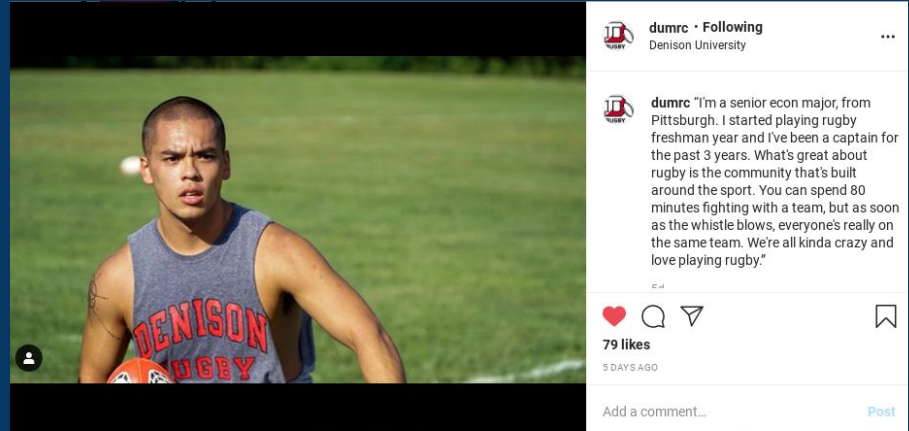
Social Media Strategies

- Tag other like minded clubs/student organizations
 - Other club sports
 - ROTC
 - Campus Recreation



Recruit Athletes Seeking Team Sports

- Build relationships with Varsity coaches so they send you walk-on players they cut
- Be present when club sports make cuts at tryouts, and recruit players who didn't make it the team
- Recruit from intramural teams
- Recruit Seniors in the spring from varsity teams that have completed their season in the fall/winter.



Recruiting at the Gym

- Always wear rugby kit to the gym
- Put business cards on machines, near water fountains
- Approach people in between sets



Raising Campus Visibility

- Run raffles of coveted items to get your name out there (TV, gift cards, event tickets)
- Wear your jerseys to class Friday before matches (and carry a ball!)
- Practice on campus lawn in high traffic areas
- Ask professors to let players step up in front of classes to give a 1 minute pitch about joining the team

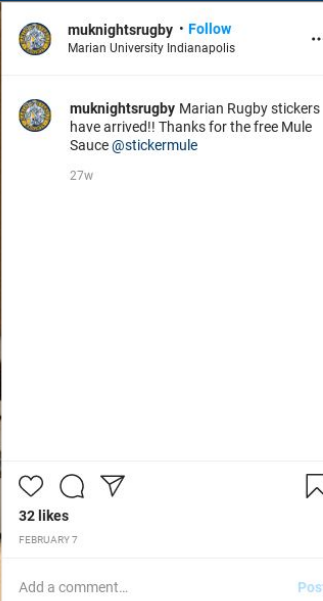


Give Away Food After Practice



Branded Giveaway items

- Order pens with logo and contact info in bulk and leave them all over campus
- Other ideas: Reusable water bottles, phone accessories (chargers, pop sockets), reusable shopping bags, fanny packs, stress balls, stickers



Pandemic Recruiting

We need to adapt tried and true techniques during this challenging time.

Now is the time to sell the strong social connections we are craving.

Become campus' most popular club without a barrier to entry of playing a contact sport. Think outside the box on how to engage with students



Host Virtual Hangouts

- Everything doesn't have to be about rugby all the time. Use this time to build social connections
- Host study/tutoring/social groups
 - Movie Night with Your Favorite Rugby Team
 - Philosophy with Flankers Study Groups
 - Find your Centre: Meditation with #13 Jordan
 - Never Trust a Skinny Cook: Meals by Tank
 - X's and O's: Essay Writing Help with Senior Journalism Major Alex

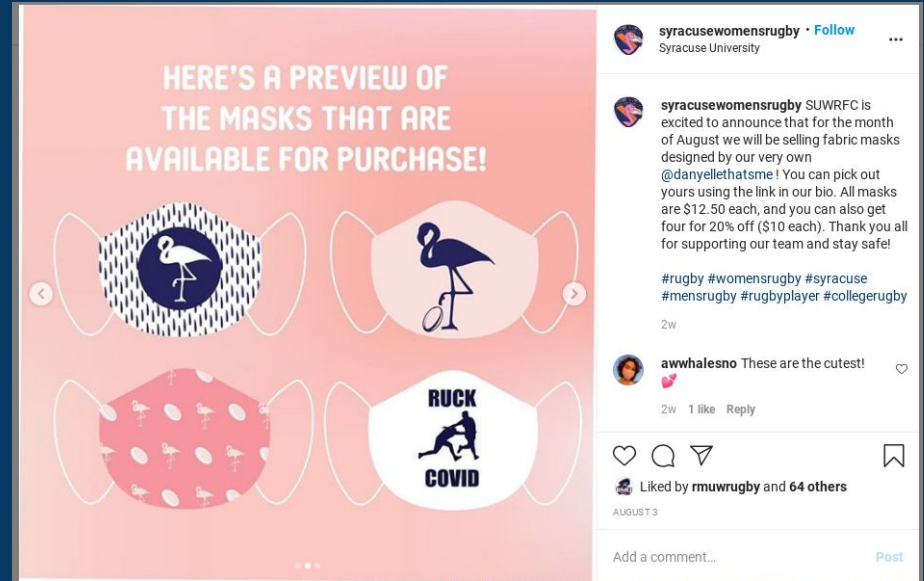


Recruit Athletes with Cancelled Seasons

- Find teams in the same situation, but invite their athletes to join your virtual competitions
- Be more organized than competing clubs and attract people to your virtual fitness sessions, team meetings, etc.

Mask Giveaway

- Print masks with your logo and create online raffles to give them away to students and staff OR sell as a fundraiser
 - Mask Monday! Like our page and tell us in the comment why you need a Rugby Mask - 5 people will be randomly selected to win.



Create Freshmen Mentorship Program

- Freshmen on campus are going to have a strange experience - help them
- Find students in your major and reach out to them offering advice on how to navigate campus, classes, etc
- Knock on your freshman dorm room and see who's there. Offer a helping hand
- Create a welcome to all team environment

Host Open Team Workouts

- Invite fitness seeking students to distanced workouts
- Invite them to participate in virtual sessions
- Introduce them to the physical challenges of the game safely

