



RUGBY CANADA CLUB MARKETING TOOLKIT

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**THIS PDF IS INTENDED TO HELP
YOUR CLUB COMMUNICATE
MORE EASILY WITH PLAYERS
AND MEMBERS.**

**USE IT AS REFERENCE & FEEL
FREE TO MAKE IT YOUR OWN
USING THE POWERPOINT
TEMPLATES INCLUDED IN THE
GOOGLE DRIVE.**



SAMPLE SOCIAL POSTS

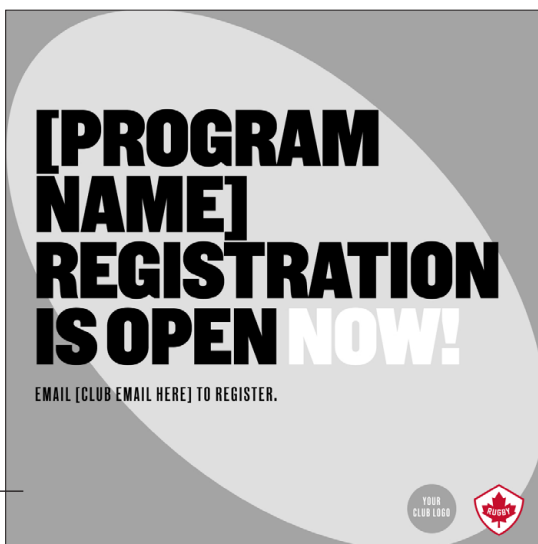
SAMPLE SOCIAL POSTS

Here are some sample social post layouts. These are provided in Powerpoint format in the Google Drive for you to edit for your team's needs.

The examples here are in square format (good for Instagram posts). We've also included sizing for Instagram Stories, Facebook and Twitter (X).

The grey tones pictured here are placeholder. Swap them out for your own club's colours, and feel free to swap out photos with your own if you wish.

DOWNLOAD TEMPLATES



YOUR CLUB'S COLOURS HERE



SAMPLE SOCIAL POSTS

CLUB REGISTRATION

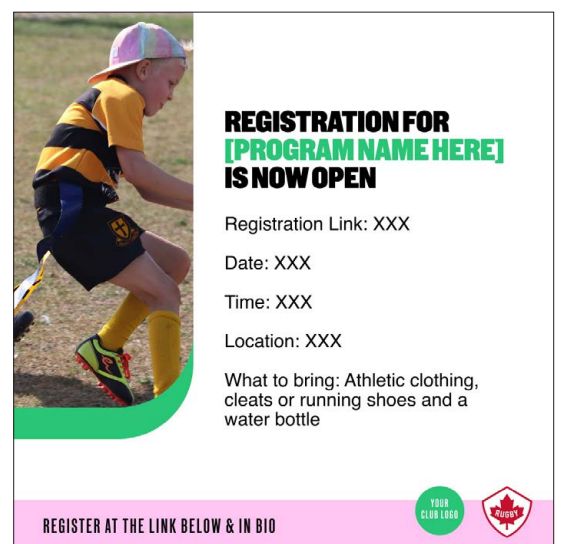
The grey tones in the Powerpoint templates are placeholder. Swap them out for your own club's colours, and feel free to swap out photos with your own if you wish.

The examples here are in square format (good for Instagram posts). We've also included sizing for Instagram Stories, Facebook and Twitter (X).

DOWNLOAD TEMPLATES



**YOUR CLUB'S
COLOURS HERE**



SAMPLE SOCIAL COPY CLUB REGISTRATION

Here are some suggestions of what to write on captions to tell people about your upcoming club registration. Feel free to use these verbatim with your club's info or as a starting point for communication.

DOWNLOAD TEMPLATES

Sample 1

Register Now!

You are invited to register for the upcoming **[YEAR HERE]** rugby season with the **[CLUB HERE]**. This is an exciting opportunity for new and existing rugby players to participate in a fun, action-packed season of **[PROGRAM NAME; CONTACT, FLAG, NON-CONTACT etc]** rugby.

[PROGRAM/TEAM HERE] Details:

Registration Link: **XXX**

Date: **XXX**

Time: **XXX**

Location: **XXX**

What to bring: Athletic clothing, cleats or running shoes and a water bottle

Sample 2

You are invited to register for the upcoming **[YEAR HERE]** rugby season with the **[CLUB NAME HERE]**.

Program Information: **XXX**

Registration Link: **XXX**

Sample 3

The registration for the **[PROGRAM NAME HERE]** with the **[CLUB NAME HERE]** is now open!

[FIELD NAME HERE]

[DATES HERE]

[TIME HERE]

(Example: U6, U8, U10 & U12 run from 6:30 - 7:30)

(Example: U14, U16 & U18 run from 7:30 - 8:30)

Join us for a fun and welcoming day of rugby at **[LOCATION HERE]**!

Click the link to register: **[REGISTRATION LINK HERE]**

We have additional details on our website: **[LINK HERE]**

SAMPLE SOCIAL POSTS

CLUB TRY RUGBY DAY

The grey tones in the Powerpoint templates are placeholder. Swap them out for your own club's colours, and feel free to swap out photos with your own if you wish.

The examples to the right are in square format (good for Instagram posts). We've also included sizing for Instagram Stories, Facebook and Twitter (X).

DOWNLOAD TEMPLATES



YOUR CLUB'S COLOURS HERE



SAMPLE SOCIAL COPY

CLUB TRY RUGBY DAY

Here are some suggestions of what to write on captions to tell people about your upcoming club registration. Feel free to use these verbatim with your club's info or as a starting point for communication.

DOWNLOAD TEMPLATES

Sample 1

Register Now!

You are invited to register for the upcoming Try Rugby Day with the **[CLUB HERE]**. This is an exciting opportunity for new and existing rugby players to participate in a fun, action-packed day of rugby!

Try Rugby Day Details:

Registration Link: **XXX**

Date: **XXX**

Time: **XXX**

Location: **XXX**

What to bring: Athletic clothing, cleats or running shoes and a water bottle

Sample 2

You are invited to register for the upcoming Try Rugby Day with the **[CLUB HERE]**. This event will take place on **[DATE]** at **[LOCATION HERE]**!

More information: **[LINK TO CLUB WEBSITE]**

Registration Link: **XXX**

Sample 3

The registration for **[CLUB NAME HERE]**'s Try Rugby Day is now open!

[FIELD NAME HERE]

[DATES HERE]

[TIME HERE]

(Example: U6, U8, U10 & U12 run from 6:30 - 7:30)

(Example: U14, U16 & U18 run from 7:30 - 8:30)

Join us for a fun and welcoming day of rugby at **[LOCATION HERE]**!

Click the link to register: **[REGISTRATION LINK HERE]**

We have additional details on our website: **[LINK HERE]**

SAMPLE E-BLASTS

SAMPLE E-BLAST CLUB REGISTRATION

Here is a suggestion of what to write on an e-blast to tell people about your club's upcoming Try Rugby Day. Feel free to use these verbatim with your club's info or as a starting point for communication.

DOWNLOAD TEMPLATES

Dear Rugby Participant,

You are invited to register for the upcoming **[YEAR HERE]** rugby season with the **[CLUB HERE]**. This is an exciting opportunity for new and existing rugby players to participate in a fun, action-packed season of **[PROGRAM NAME; CONTACT, FLAG, NON-CONTACT etc]** rugby.

[PROGRAM/TEAM HERE] Details:

Registration Link: **XXX**

Date: **XXX**

Time: **XXX**

Location: **XXX**

What to bring: Athletic clothing, cleats or running shoes and a water bottle

About (CLUB NAME)

XXX

About Rugby Canada

Rugby Canada is the national governing body of the sport of Rugby Union in Canada. They administer and operate Men's and Women's Senior and Junior National programs in both rugby 15s and 7s, as well as govern the Club and community game for more than 30,000 registered participants from coast to coast in conjunction with ten Provincial Union members. Rugby Canada is headquartered at the Al Charron National Training Centre in Langford, BC, with staff also working from Vancouver, Toronto and Ottawa. Rugby Canada business operations, programs and events are delivered nationwide, including the internationally recognized HSBC Canada Sevens annual tournaments.

SAMPLE E-BLAST

CLUB TRY RUGBY DAY

Here is a suggestion of what to write on an e-blast to tell people about your club's upcoming Try Rugby Day. Feel free to use these verbatim with your club's info or as a starting point for communication.

DOWNLOAD TEMPLATES

Registration OPEN: Try Rugby Day at [CLUB NAME/LOCATION HERE]

The **[CLUB NAME HERE]** is now taking registrations for their Try Rugby Day on **[SATURDAY JANUARY 1]** from **[11:00 a.m. to 12:00 p.m.]** at **[LOCATION]** in **[CITY/TOWN]**

Program Details: xxx

[CLUB NAME HERE]

End Date: XXX

Time: XXX

Venue: XXX

Cost: XXX

Contact: XXX

Registration Link: XXX

About [CLUB NAME HERE]

At the **[CLUB NAME HERE]**, our players, members, and families are dedicated to creating, promoting, and encouraging an active interest in rugby in the **[CITY/TOWN]** area. To be a member of our club means we strive to help our members reach their full potential both on and off the field at all levels. We promote a healthy and safe atmosphere while teaching the values and traditions of rugby, as well as supporting our community at every opportunity. Our goal is to live as we play; with passion, pride, honour, and integrity.

Learn more about the **[CLUB NAME HERE]** by clicking on the link below!

[LINK TO WEBSITE]

CLUB TRY DAY COMMUN- ICATION PACKAGE

- 1 GENERAL FACEBOOK AD (PAID AD)
- 2 COMMUNICATION TO COACHES & TEAM OFFICIALS
- 3 COMMUNICATION TO CURRENT PLAYERS & FAMILIES
- 4 POST-EVENT COMMUNICATION

CLUB TRY DAY COMMUNICATION PACKAGE

GENERAL FACEBOOK AD

Sample Copy: The registration for **[CLUB NAME HERE]**'s Try Rugby Day is now open!

DOWNLOAD TEMPLATES

[FIELD NAME HERE]

[DATES HERE]

[TIME HERE]

(Example: U6, U8, U10 & U12 run from 6:30 - 7:30)

(Example: U14, U16 & U18 run from 7:30 - 8:30)

Join us for a fun and welcoming day of rugby at **[LOCATION HERE]**!

Click the link to register: **[REGISTRATION LINK HERE]**

We have additional details on our website: **[LINK HERE]**

Sample Ads:

DOWNLOAD TEMPLATES



COME GIVE RUGBY A TRY.

NON-CONTACT. NO EXPERIENCE NEEDED.

CONTACT [CLUB EMAIL ADDRESS] TO REGISTER

YOUR CLUB LOGO 

[CLUB NAME] FREE YOUTH TRY RUGBY DAY

NON-CONTACT. NO EXPERIENCE NEEDED.

Registration Link: XXX
Date: XXX
Time: XXX
Location: XXX
Contact [club email address]

YOUR CLUB LOGO 

TRY RUGBY DAY REGISTRATION IS OPEN NOW!

EMAIL [CLUB EMAIL HERE] TO REGISTER.

YOUR CLUB LOGO 



REGISTRATION FOR [CLUB NAME HERE]'S TRY RUGBY DAY IS NOW OPEN

Registration Link: XXX
Date: XXX
Time: XXX
Location: XXX

What to bring: Athletic clothing, cleats or running shoes and a water bottle

CONTACT [CLUB EMAIL ADDRESS] TO REGISTER

YOUR CLUB LOGO 

YOUR CLUB'S COLOURS HERE

CLUB TRY DAY COMMUNICATION PACKAGE

COMMUNICATION TO COACHES & TEAM OFFICIALS

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Hello **(CLUB NAME HERE)** Coaches and Managers,

On **(DATE)** we will be hosting a FREE TRY RUGBY DAY for all age groups. On this day we expect there to be a few additional players as a part of your practice.

The aim is to provide these players with an outstanding first experience in rugby and encourage them to register for the club.

Please encourage your players and parents of players to invite friends and family so they can give the sport a try. If you or your families have links to other sports teams, this is a great opportunity to share your love of our game and have them give it a try.

New players sign up for the day by visiting: **(LINK)**

Check In Process:

Upon arrival come to the check-in table, provide participant details and complete the attestation form. The person checking the new player in will direct the player to the relevant field.

Managers, it would be ideal if there could be 3-4 of us at the new player check in station to help walk groups of new player over to the fields.

EXAMPLE IMAGE



Attached is our promotional flyer for the event.

If you or the families you reach out to have additional questions please contact **(NAME/EMAIL CONTACT)**

CLUB TRY DAY COMMUNICATION PACKAGE

COMMUNICATION TO CURRENT PLAYERS & FAMILIES

DOWNLOAD TEMPLATES

Hello **(CLUB NAME HERE)** families,

We are excited to be able to offer a FREE try rugby session to new and prospective players from the community.

On **(DATE)**, we will be opening our practices at regular practice time to the wider community for one night to encourage youth to try the sport.

Please share the details of this event to your network of parents, friends and through any social media avenue you have. If you or your families have links to other sports teams, this is a great opportunity to share your love of our game and have them give it a try.

New players can sign up for the day by visiting: **(LINK)**

Check In Process:

Upon arrival come to the check-in table, provide participant details and complete the attestation form. The person checking the new player in will direct the player to the relevant field.

EXAMPLE IMAGE



Attached is our promotional flyer for the event.

If you or the families you reach out to have additional questions please contact **(NAME/EMAIL CONTACT)**

CLUB TRY DAY COMMUNICATION PACKAGE

POST-EVENT COMMUNICATION

DOWNLOAD TEMPLATES

Good Evening,

Thank you for joining us today. I hope that you and your child enjoyed the session today!

We will continue with **(Tuesday)** and **(Thursday)** practices from now until the end of the season with the potential for games and tournaments with other clubs towards **(the end of August into September.)**

If you are interested in continuing with the club and making rugby a **(Summer and Fall)** activity for this year, please see the details on registration below.

As the season has already started, we would love to offer a 10% discount off the club portion of registration. When registering use the code provided below at the check-out.

Registration link: **XXX**

Discount code: **(Club can generate if you wish)**

If you have further questions about the club or our programming, please don't hesitate to contact us.

Feel free to follow us on social media for updates and events at the club:

(SOCIAL MEDIA LINKS)

Thank you,

XXX

HOW TO GUIDE - PAID SOCIAL ADS

HOW TO GUIDE PAID SOCIAL ADS

In addition to organic social posting, creating ads and boosting posts helps your program build your following, reach the right audience, and give you more insight on what works.

Facebook and Instagram ads are the best way to get into social media paid advertising. Twitter, TikTok and Snapchat are all additional platforms to advertise on and to consider in the future.

1

PREPARE



Pick an objective

Eg. increase sign ups, program awareness, etc.



Know your target audience

Age, behaviors, interests, demographic, geographic region, etc.



Choose a budget and duration

- More spend = more reach, but ads are still effective with a small budget)
- **\$50/week** - suggested spend to start
- Suggested to run for a **minimum of 2 weeks** (helps give the platform an opportunity to optimize the ads)

2

CREATE ADS

- Facebook and Instagram ads can both be created through Facebook Ads Manager
- On your Facebook profile page select **Create an ad > Follow the steps**
- On your Instagram profile page select **Ad tools > Create Ad > Follow Steps**
- Boosting can be done directly from post on Facebook/Instagram page on desktop or mobile app

3

MANAGE & ADJUST

- Check insights weekly to see what is working and what is not
- Add more money to an ad that is doing well to increase reach

HOW TO GUIDE

PAID SOCIAL ADS

FACEBOOK

Ads look similar to regular posts and appear throughout the apps, including user feeds, but include a “sponsored” label to show they are an ad.

Boost existing organic posts right from app

- Click “Boost Now”

CTA button options

- including – Learn More, Sign Up, Buy Now, Book Now, etc.
- Include links

Image ad (most basic format)

- Recommended size: 1080x1080

Video

- Max length: 120 seconds
- Shorter is better

Carousel (multiple images)

- Each one has its own headline, description, or link

INSTAGRAM

Similar to Facebook because Facebook owns Instagram. Most popular with millennials. Can target audience with custom targeting (just like Facebook).

Boost existing organic posts right from app

- Click “Boost Now”

Instagram story ads

- Photos or videos up to 120 seconds long
- They display in full screen between stories

Reel ads

- Up to 30 seconds in length
- Can double your reach
- Appear in-feed, reels tab, and Explore page

ADDITIONAL TIPS

- Set realistic goals
- Keep your brand and message consistent
- Increase organic social posting and engagement - paid social media is fueled by a steady growth in your organic social media community
- Videos should be 15 seconds or less – views only count if people watch until the end
- Track data consistently