



Royal Bank Rugby Force Digital Toolkit



Keeping your club sustainable



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Protecting and managing your club finances

Top 10 tips for clubs to manage finances successfully

1. Review the financial support available through [Scottish Rugby](#).
2. Of particular note for clubs of all sizes is the [Scottish Rugby Club Sustainability Fund](#).
3. Utilise Royal Bank of Scotland [Free Agent](#), a free and secure cloud based accounting software with UK based support team. This platform helps with managing your accounts, invoicing, and tax.
4. Bookkeep monthly, rather than at the end of each season, and use services such as [‘Free Agent’](#) to record information digitally.
5. Set monthly achievement targets and regularly reassess against your progress.
6. Attend free Royal Bank of Scotland, Business Growth Enabler Seminars on various subjects, such as cash flow management, marketing, and social media. You can register for a free local event [here](#).
7. The Royal Bank of Scotland Boost [webpage](#) contains videos and Bitesize Guides on a multitude of business areas, including writing a business plan, marketing your business online, and advice on tax.
8. [Business Matters](#), which you can find within Royal Bank of Scotland Business Boost Page, goes through the phases of starting, running, and growing a business, right up to becoming established. Content is varied, covering everything from retaining staff to protecting your business from cyber attacks.



Protecting and managing your club finances

Top 10 tips for clubs to manage finances successfully

9. Royal Bank Of Scotland business customers have access to [Receipts](#) within the Mobile App, which helps customers store receipts securely without the need for paper copies. This can be used to create reports for accounting.
10. Non-Royal Bank of Scotland customers can register via the below link to sign-up for the monthly [Business Boost Newsletter](#).

For more information contact:

Allan Campbell, Business Growth Enabler: Mobile - **07901 515120**



Protecting and managing your club finances

Top 6 things to do to protect you and your club from scams

- Never disclose security details
- Don't assume an email, text, or phone call is genuine
- Don't allow yourself to be rushed
- Listen to your instincts
- Stay in control
- Use a secure network (Wi-Fi is seen as an open network, whereas 3G and 4G are seen as closed type networks)

Click here for more advice on how to protect you and your club from [fraud](#).

Take the free [Too Smart to be Scammed](#) test to see if you can spot the tricks used by criminals.

If you'd like to discuss anything further, you can contact the Royal Bank of Scotland.

Royal Bank of Scotland Scams Team: 08000 289237

Opening Times:

Mon-Fri08:00-20:00

Sat.....08:00-18:00

Sun09:00-17:00



Getting the most from sponsorships

Introduction

One of the most frequently questions asked by clubs is: “How do I get more sponsorship?”

The key to successful sponsorship is a mutually beneficial partnership. Clubs should be giving back just as much to the sponsor, as they are receiving financially.

This may sound impossible to many clubs, but the below information will provide a guide on what a successful sponsorship partnership should look like from both sides. In addition, [click here](#) to see a downloadable, editable sponsorship proposal template that you can personalise for your club and send to potential sponsors.

to see a downloadable, editable application template that you can personalise for your club and send to potential sponsors.

For an amateur club, a long-lasting and meaningful sponsorship is vitally important. It provides an extra bond between the club and its community, and allows for sports clubs to interact with fans and local businesses.

Scottish Rugby provide strong guidance for clubs on how to go out and attract sponsors. Before sending off any proposal your club has put together, be sure to read through [this resource](#) on Sponsorship Guidance for Clubs.



Getting the most from sponsorships

Top tips for identifying sponsors

Look close to home

Ask your members to really think about any potential introductions and referrals. Your membership will more than likely live and work locally, so their networks of friends, colleagues, and acquaintances will all be of complete relevance to your club. Create a membership that is engaged by the club and its development goals, then put this extensive local network to good use. Very few members will volunteer this information unprompted, so why not add a section to your club membership form asking them to nominate a potential sponsorship lead?

Open your doors

Put in place a programme of events that allows you to invite people to experience your club. This doesn't have to be based in your clubhouse, but find a venue that best represents the values of your club. By creating a varied and well-defined calendar of club events, you provide your members with the opportunity to sell your club to their networks, engage new or fledgling members, and generate some income through bar sales or kick-back schemes at the same time. The positive PR it will create in the local community is an added bonus

Be unique

What can your club do that local competitors can't? Do you have the biggest Women's section? Or the fastest-growing? Do you have the oldest clubhouse or the newest pitches? Think about what you have at your club and how it can be best utilised. Then think about how you can sell it to potential partners and sponsors in a way that hasn't been done before.



Getting the most from sponsorships

Top tips for identifying sponsors

Innovate

Many teams will have local pubs, restaurants, and car dealerships as shirt sponsors. So instead of chasing the same marketing budgets, think of other industries or businesses that could benefit from rugby partnership. Does a local electronics company want to show off new camera equipment and have interest in providing live streaming or game highlights? Is there a local café willing to offer players pre-match coffees or post-match poached eggs and avocado? Think about the profile of businesses actually used by your members and identify those that will not have been approached about sports sponsorship before.



Getting the most from sponsorships

What does a sponsor look for in an amateur partnership?

Sponsor terms

Unless your club connections open a door to a locally based big corporate, prioritise targeting smaller businesses as you're more likely to get terms that suit both organisations. The personal relationship you are likely to develop will result in more flexibility.

Packages

Open up your proposal to make it attractive to businesses of different sizes, funding, and objectives for the relationship. Build packages with tiered options that cater for different levels of funds. These packages should include full year, part year, and single match day options, so you can bring revenue into the club throughout the year, not just at the start of the season.

Branding

Audit your assets and ground to identify opportunities for branding rights that could be leveraged, such as within the clubhouse, pitch perimeter boards, post protectors, match day programmes, team strips, and club vehicles. Then consider the value of these relative to each other, in terms of: exposure for a company; the number of people that will see them; and frequency, if it's a regularly changing item, such as a programme. Be objective and consider the attractiveness of the assets on offer for a company that wants to advertise its products as well as supporting your club. Be reasonable too, as over-pricing obscure items could put sponsors off.



Getting the most from sponsorships

What does a sponsor look for in an amateur partnership?

Club House

Your club house could be a valuable and underutilised asset. Revenue could be generated outwith sponsorships by promoting use of the club house for functions, conferences, or team building days. Once again, club members and contacts should be your first port of call, followed by local businesses or other organisations. This could also be offered within sponsor's packages as a benefit. Though make sure there is clarity on areas such as catering, staffing, security, and cleaning.

Club events

Consider the value of other club events, such as offering seats or tables at chairmen's dinners or charity events. As these have a very clear financial value, they can balance out elements that are more subjective.

Unique experiences and tailoring the offers

Prospective sponsors won't be looking for a 'one size fits all' solution. Companies want to come out of negotiations feeling that they've got good value, and for some that may involve innovative thinking (as mentioned in the earlier 'innovation' tip). Be creative and tailor the offering to the needs of both parties. Beyond sponsorship, are any of Scotland's former players visiting your club or donating signed kit that you could use to raise funds?



Digital and social media tips

Why use social media?

In sport, the advent of social media has allowed interaction between players, coaches, referees, parents, supporters, clubs, schools, and governing bodies like never before.

Social media is a great tool to connect and form deeper relationships with your audience, namely through content sharing. When you post content, it goes into the news feed of those who have 'liked' (subscribed) to your club page.

It can be particularly useful for promoting club focused content, such as open or trial days, recruiting volunteers, fundraising, social events, club news, information about upcoming training and matches, sharing insights, starting conversations, and promoting sponsorships.

Sponsors will see a rugby club's social media following as a uniquely engaged audience for their advertising, offering them a chance to talk to exactly the kind of people they want to. By having a large, engaged social following, you can attract more sponsors by offering them the chance to advertise directly through your channels to your followers.



Digital and social media tips

Top tips for running your club's social media channels

Keep your responses timely

Your audience can 'like', 'comment' on and 'share' posts, which creates a two-way conversation and drives collaboration. Make sure your responses to comments and enquiries are timely and respectful as your club page is a public forum.

Encourage shares

Encouraging members to 'share' club posts will provide organic growth, gaining wider exposure for the content amongst their friendship circles.

Post content with generalist appeal

It's important for the sustainability of any club to be relevant for their wider community. Therefore it's key to also post content with a generalist appeal. This can promote the wider benefits of club membership such as: social camaraderie; ability to hire club facilities (gym, bar, pitches); increase in physical, mental wellbeing and general confidence; and workshops for children during school holidays.

Widen exposure

Paying for promoted posts or adverts can target specific demographics in the wider community that you would like exposure to, outwith those who are already engaged with your club page.



Digital and social media tips

Top tips for running your club's social media channels

Create a tone of voice

Posting on social media sets the tone and character of your club, so be mindful of how this can come across. It's best practice when posting to be authentic, informative, organised, and to include personality and humour to let people know your club is a fun place to be.

Grab attention

Photo and video content is more attention grabbing than a copy heavy post. Try to include images where possible (ensuring you have the correct permissions) and keep copy to a 100 word maximum.

Optimise images

Get to know the best image sizes for social. A simple rule of thumb is aim for landscape images on Twitter, Square on Instagram, and anything in between on Facebook.

Optimise videos

Videos should be no longer than 60 seconds and your key message should land within the first 10. Turn your phone sideways and video some training exercises for a few seconds to encourage people to come down or some dressing room footage celebrating a big win instead of taking a photo. Most users browse social media on their phone and have sound off by default, so it's worth subtitling your videos.



Summary

Show your club some love

Royal Bank of Scotland are proud to support the future of grassroots rugby in Scotland. We hope that clubs of all sizes can find information in this toolkit to become more sustainable on and off the field.

As a recap, the downloadable tool to use from this toolkit is:

[Editable sponsorship proposal template for your club](#)

Links to jump back to the useful tips are:

[Top 10 tips for clubs to manage finances successfully](#)

[Top 6 things to do to protect you and your club from scams](#)

[Top tips for identifying sponsors](#)

[Top tips for running your club's social media channels](#)

If you have any questions on any of the content or would like to discuss further, please get in touch with us via your Scottish Rugby Club Services Manager or on social media:

Facebook: [Royal Bank Scottish Rugby](#)

Twitter: [@RoyalBank_Rugby](#)

