



Royal Bank Rugby Force Weekend



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What's it all about?

Royal Bank of Scotland present RugbyForce Weekend...

...kick off your club's rugby season off to a winning start!

Royal Bank RugbyForce Weekend sees rugby clubs across the country hosting a range of pre-season events on Saturday 11 and Sunday 12 August. The Royal Bank RugbyForce initiative, in partnership with Scottish Rugby, supports grassroots clubs to attract new members, make improvements, and become more sustainable for the future.

We've got a playbook of promotional ideas and marketing materials that will help your club get excited about Royal Bank RugbyForce Weekend and let your community know the game plan for the weekend's activities.

In this toolkit you'll find tools and ideas to promote and rally community-wide support for your club's RugbyForce Weekend. There's information on how to get hold of all the marketing materials you need to get the most out of the event, from a local media release template, written and ready to be sent, to social media ideas and downloadable posters.

Want to know more?

Head to [Royal Bank RugbyForce](#) for more information and digital versions of all marketing materials.



What's it all about?

Getting your Royal Bank RugbyForce Weekend underway

The first step in getting your Royal Bank RugbyForce Weekend underway is to complete the application form. This covers what type of event your club plans to hold during Royal Bank RugbyForce Weekend, how you would utilise the grant, support, and the club's key development goals for the new season.

Make use of all available contributors to put your club in the best possible position to benefit from Royal Bank support and funding. Namely holding a meeting with the club committee to discuss the application, and share the questions with your wider membership so you can feed in their ideas and ambitions. Also, review and build on feedback from last year's application if relevant.

Positive consideration is given to events that: focus on community development as a whole, development of youth rugby, young people outside of rugby, and business development (club sustainability off the field).

Your ideas for Royal Bank RugbyForce Weekend should be realistically achievable and communicated with the working group. There are considerable logistics to organising and running your event, namely: recruiting and briefing volunteers, event timings and responsibilities, procuring materials, health and safety considerations, catering, and ensuring event objectives are met.

Planning the event should draw on the resources and expertise of club members, partners, parents, and sponsors. Ideally a member of the committee should lead a particular project to maintain structure and accountability.

The final step in hosting a successful Royal Bank RugbyForce event is to celebrate your success by shouting about it on social media and in local media such as papers and radio. This momentum can generate interest amongst the community to attend future events.



Share your story

Local media

Local media, like newspapers and radio stations, are always looking for great local stories.

One simple way of alerting them to your club's Royal Bank RugbyForce activities is to send them a press release. Don't worry, we've done all the hard work for you. We have compiled a pre-written press release – all you need to do is fill in the blanks and get it out there.

You'll be able to find the contact details of the journalists in your local paper by calling the newsdesk (details are usually found in the opening pages of the paper or on their website) or by sending an email.

Here's a [sample press release](#) you can adapt and send to local media.



Share your story

Social media

Social media is a powerful way to share news about your club and your Royal Bank RugbyForce Weekend.

It's easier than you think – here's our five-step guide to getting the most out of social media.

1. Get social!

If you don't have them already, it's a simple process to set up a club account on Facebook, Twitter, and Instagram. This means you can post information, news, events, and images from your club, and keep it going even after Royal Bank RugbyForce Weekend. To help posts reach a wider audience, clubs should look at paid-for boost options. Boosting a post can be done from as little as £5 and ensures it will be seen by more than just your club's followers. More information on boosting posts can be [seen here](#).

2. Join up

If you want to get personally involved in the conversation you can sign up to Facebook, Twitter, and Instagram. Simply visit their respective homepages and sign up to get your account.

3. Share good stories

Put simply, if it's not that interesting to you, others won't be interested either. So be selective with what you put out on social media – otherwise, people might tune your content out. People, news, and posts about what's going on behind the scenes are generally popular, so if you stick within these themes, you should be on the right track.



Share your story

Social media

4. A picture speaks a thousand words

Photos and videos are very popular on social media, and you don't have to be a pro to do it well. Simply use your smartphone camera to capture short behind the scenes videos, or game and after match photos, and you should be onto a winner.

5. Create an event

Facebook events are an easy way to let people know an event is happening and ensure everyone has the details. It also helps keep track of who is attending. Create an event for your Royal Bank RugbyForce Weekend and future club fixtures.

6. Tag famous alumni

All Scottish rugby stars had to start somewhere and all clubs are proud of developing talent that goes on to achieve great things. Make sure this relationship is maintained and celebrated by tagging former players in tweets about club news and development. This is the best way to ensure that your messages reach them, and makes it easy for them to then retweet or share with their large follower bases.



Promotion to get your day noticed

Top tips to turn heads

There are many ways you can promote your club's RugbyForce Weekend activities. Here are a few ideas to spark your imagination.

Ask your club to use the hashtag #RoyalBankRugbyForce on social media

To increase awareness, ask your club to use the official hashtag **#RoyalBankRugbyForce** when they post on social media. By talking about rugby related topics such as favourite post-match snacks or best game day memory you can ignite conversation on social media.

Drop goal challenge

You don't often see many drop goals in a game, but they are exciting to watch! Share a video of club players practising drop goals and encourage your followers to share their own videos – how many drop goals can they get in a row?

Profile members of the club

The start of the season is a great time to introduce members of the club and provide familiarity to any potential new members. Share a photo and a fun fact about some of the members (with their permission of course!).

Challenge people's Scottish rugby knowledge

A great way to encourage people to engage with your club on social media is to appeal to their competitive side. Test your followers' Scottish rugby knowledge with quiz questions – who knows which Scottish player was nicknamed 'The Borders Terrier'? You can even localise this with a fun quiz about your own team.

Share your story

Start a conversation by sharing a story about why you love rugby. Then ask your followers to share their own story.



Promotion to get your day noticed

Top tips to turn heads

The key to great content is to think visually – always include a picture or video when you post on social media and remember the hashtag!

Downloadable tools to help your Royal Bank RugbyForce weekend stand out:

- [Royal Bank RugbyForce poster](#)
- [AI](#) and [PNG](#) versions of the new RugbyForce logo
- [Royal Bank RugbyForce social image](#)



Social media calendar

Tell your club/fans/community it's Royal Bank RugbyForce Weekend

Here's an example of the types of social media posts you can run before, during, and after your Royal Bank RugbyForce Weekend.

Remember to use the hashtag **#RoyalBankRugbyForce**

Please note ensure you refer to the Royal Bank of Scotland within all communications and not RBS.

As well as using our downloadable marketing tools, here are some fun ways to amp up team spirit and get people talking about supporting your club this RugbyForce Weekend.

1. **Go Live!**

Use Facebook Live or Instagram Stories to share behind the scenes content of things being set up for Royal Bank RugbyForce Weekend and get the community excited by sharing the action as it happens.

2. **Get snapping**

Encourage attendees to take photos of themselves enjoying Royal Bank RugbyForce Weekend and share their photos on social media – remind them to tag your club in their posts!



Social media calendar

July	We're excited to announce [Club Name] is a Royal Bank RugbyForce winner! We've won [prize]!
Late July, when plans are finalised	Create and share a Facebook event for your Royal Bank RugbyForce Weekend activities.
Monday 6 August	The countdown begins for [club name]'s #RoyalBankRugbyForce Weekend! Are you as excited as we are?
Tuesday 7 August	Story time – share your favourite rugby memory with us! #RoyalBankRugbyForce
Wednesday 8 August	Meet [club member's name], telling us why he/she's excited about #RoyalBankRugbyForce Weekend [insert video]
Thursday 9 August	Two sleeps until #RoyalBankRugbyForce Weekend. Have you got your boots ready?
Friday 10 August	Clear your schedule – it's #RoyalBankRugbyForce Weekend! Come down to [club name] and join us for [insert activity].
Saturday 11 August/Sunday 12 August	Rise and shine! It's #RoyalBankRugbyForce Weekend. Celebrations will be kicking off at [time]. See you soon!
	Use Facebook Live or Instagram Stories to share set up, the day's activities, and pack down as they happen. Get out your smartphone camera and get filming!
Monday 13 August	Thanks for joining us for #RoyalBankRugbyForce Weekend! What a great weekend! Remember to tag us in your photos!



Summary

Make the most of your Royal Bank RugbyForce event

Royal Bank of Scotland are proud to support the future of grassroots rugby in Scotland. We hope that the information and links in this toolkit will help your club make your Royal Bank RugbyForce event a big success

As a recap, the tools and tips included are:

- [Sample press release to send to local media](#)
- [Social media tips](#)
- [Top tips to turn heads](#)

Downloadable tools to help your Royal Bank RugbyForce weekend stand out:

- [Royal Bank RugbyForce poster](#)
- [AI](#) and [PNG](#) versions of the new RugbyForce logo
- [Royal Bank RugbyForce image](#) to use on social media

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](#)

