

IRFU Welcoming Clubs Programme



Info sheet #4: Increasing sales to your existing customer base

The ideal situation for a club to be in would be one in which a) they were actively attracting new customers to their club b) they retained all of the customers c) they had collected data and basic profile information from their customers and d) they were then able to use all of this information to sell their existing customers a wider range of products. E.g. they were able to identify groups of their data base that would a) be interested in family events or b) interested in social events or c) they worked for businesses that might use the facilities.

Groups with a common interest:

Families

If you had a data base with all of the families that were involved in the club on it and even all of the families that were involved in a schools programme you could use the data to attract them (adhering to data protection) to the following activities;

- Family Fun day
- Family BBQ
- Holiday courses in sport and art
- A Christmas party
- Birthday parties

These events and activities would also be of interest to all of families in the local community, even if they weren't connected to the club. Therefore a marketing/communication strategy would need to be developed which targeted all families within the Community.

Adults

Again if you had a data base of all of the adults that were involved with the club and if you ran marketing campaign into the local community you would be able to run the following events/activities;

- Race Night
- BBQ
- Disco
- Christmas Dance/Ball
- Wine tasting
- Sportsman's Dinner

Running the Event:

As we mentioned earlier it is essential that the event is well run. This includes pre event, the actual event itself and post event. There is an event plan to follow which is outlined below;

The Four Phases of Event Planning:

- Defining the event – what are its objective, the vision that the stakeholders have what the budget is and pricing structure of the event. This needs to be defined well in advance of the event and a time line developed.
- Marketing the event – who wants the tickets and why, how to contact these individuals, which marketing material to use and how this links into the media plan. When this takes place and whose responsibility will be agreed in the plan.
- Operational plan – preparation of the venue and the staff, development of a customer experience and delivery on the day.
- Review – what went well and what didn't

Developing the Activity Base:

The Club will need to think laterally about the types of activity that a) their facilities would suit b) that would benefit the club and c) that they have the resources to run.

Example One

The Benefits of Running a Women's Section

Financial

- Increased Membership Revenue
- Increased Bar Revenue
- Increased Fund raising events
- Increased interest from new sponsors
- Increased attendance at club events
- Increased opportunity to avail of grant support schemes for the inclusion of women

IRFU Welcoming Clubs Programme; An IRFU initiative which provides clubs with a road map and training for the "team off the field" to assist them in running their sports club as efficiently as possible.

Social

- Increased number of members attending matches, events and dinners
- More players staying in the club after matches
- Increased interest in all teams

Community

- Inclusion of families
- Inclusion of the whole community
- New non rugby members and families involved with the club

Club Ethos

- Supporting the rugby ethos of Sport for all

Example Two

The Club House – sweating the asset

The club house is often an asset that is under-utilised by the club. There are cost implications which need to be considered when you add other activities to the existing ones at the club house. There are ideas outlined below that could be worth considering.

Meeting Venue for Businesses – The club is often in a quiet rural location; it has parking and usually has a Kitchen. It could therefore be developed as a business meeting venue.

Community facility – Where the club house is near to the village or town centre it could be used for local community groups to meet in, for local activity groups to use (dance, football, Martial Arts etc.)

Birthday Parties – Many birthday parties go to the local leisure centres or the swimming pool. The club house (outside of Saturday afternoons) has all of the facilities needed for a Childs birthday party. It could be indoor – magician, disco or face painting or outside on the grass with a coach.