

NatWest Club Rugby Finance Guide



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Contents

Introduction	03
Keeping your money safe	04
Supporting the finances of your rugby community	05
Looking at the bigger picture	06
Creating your budget	07
Getting a good deal for your club	10
Boosting your income	11
Generating revenue	12
Bar management, facility hire and community spaces	13

Digital focus on fundraising	14
Grants and funding information	15
Top tips for identifying sponsors	17
Toolkit	21
Top 10 tips for clubs to manage finance successfully	22
Useful tools to help manage your club's finances	23

Introduction

This is a practical guide to help support your club over the next few months. It also provides longer-term hints, tips and guidance, to ensure your club is thriving and sustainable, for you and your members.

This guide covers:

- creating a budget
- looking at the bigger picture
- boosting your income
- a support toolkit and resources



Keeping your money safe

Supporting your club and community

At the very top of your to-do list should be keeping your finances safe and secure. Fraudsters look for any opportunity to attempt a variety of scams and cybercrime, so it pays to keep an eye out for the below:

Invoice redirection



Fraudsters pose as a creditor or supplier and tell you their company's bank details have changed (due to the coronavirus outbreak).

The communication will ask you to make all future payments to a new sort code and account number.

Email fraud 'Phishing'

Fraudsters are sending out coronavirus-themed phishing emails to trick people into opening malicious attachments or revealing sensitive personal and financial details. For example, emails which claim to be from medical or government research organisations.

Phone fraud 'Vishing'

Vishing is fraudulent contact made by phone. Be alert to bogus calls linked to coronavirus as these could be from fraudsters who claim that they're from the bank, the police, an IT company or an official health organisation or company that you trust.

Bogus Boss 'email spoofing'

Bogus emails are sent to staff claiming to be from a senior member of staff within the organisation such as a Director, CEO or Chairman etc. requesting an urgent payment.

They will often say that the payment is needed for urgent cleaning or medical supplies to counter coronavirus and needs to be made immediately.



Supporting the finances of your rugby community

It's important to remember that your club will need to balance the needs of the members as well as considering the finances of the club.

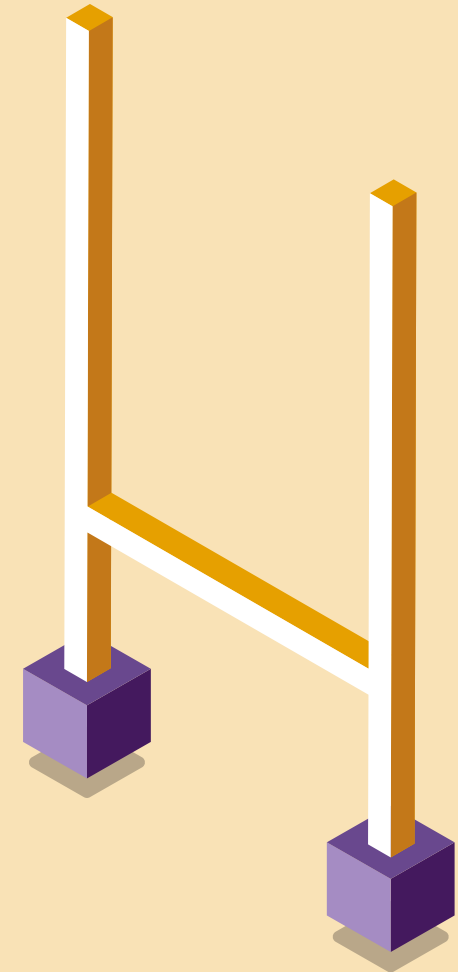
Keeping them engaged digitally at the moment is hugely important to ensure a strong membership base at the club.

Here are a few thought starters to help members reduce the cost of playing and keep them involved in the club.

Some members might need some flexibility with membership payments. Thinking about how they can structure payments over time to help members stay involved with the club can have longer-term benefits.

There are lots of ways you can be creative with memberships. For example: try getting a local business (bakery, garage, butcher etc) to pay for ten children's memberships; in return the parents are encouraged to use that local business more regularly. This can provide a great platform for further sponsorship if it drives business back to the local supplier.

Another consideration for your members is a second-hand kit sale. Cost of new equipment can be pricey so if there are any members not returning or buying new kit for the season that may help reduce the cost of playing.



Looking at the bigger picture

We know it's always busy running a rugby club but it's key to step back and look at the bigger picture by planning what is needed to improve the club and make the club an integral part of the community.

Where to start...

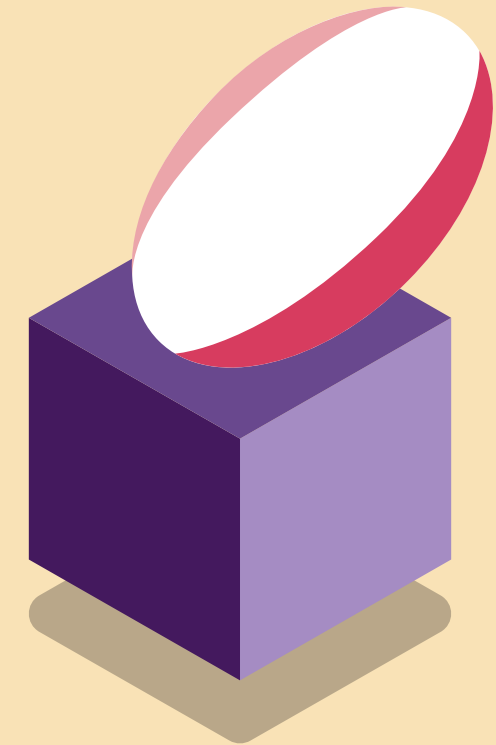
The club needs to decide on which projects they have the resources to plan for and to deliver.

Examples could be:

- Growing the club's membership
- Building up a sponsorship campaign
- Developing a schools programme that could be funded locally

- Developing the club's facilities so that it can be hired out
- Create a project budget to ensure it is manageable within your club's current plans.

Your club will need to spend time on researching the project, on building up communication channels so that all individuals connected to the club can be informed and then developing a plan of who does what and when.



Creating your budget



Why budget?

Understanding your budget in these times is more crucial than ever. What should you consider?

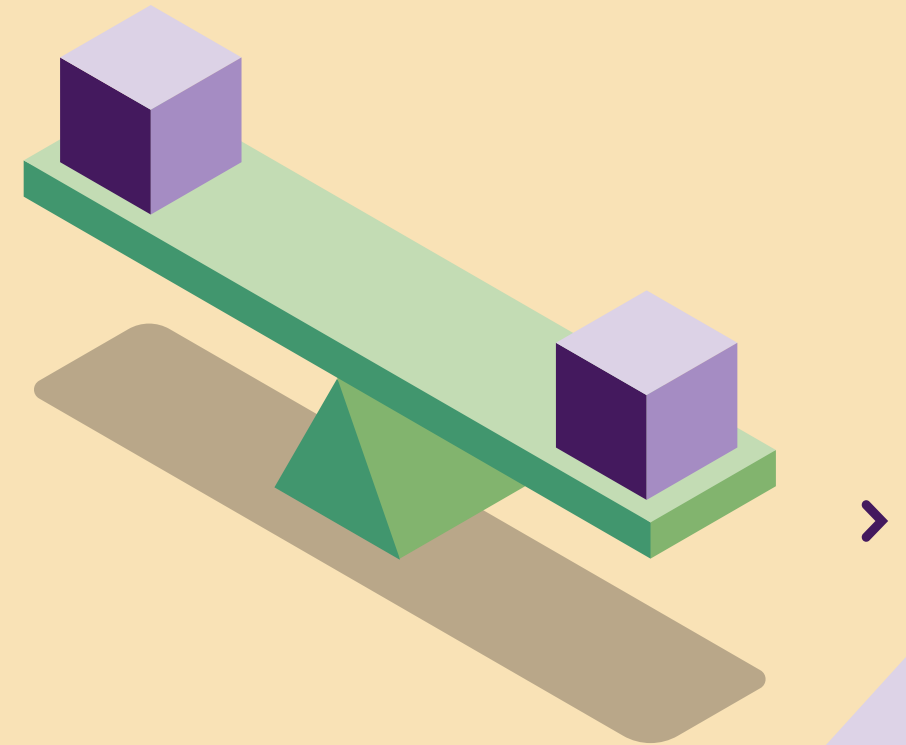
- Your current aims
- Planning for surprise expenses
- Achieving long-term goals
- The way you create and record your budget
- Given these uncertain times, re-forecasting your budget more regularly than normal



Cashflow

Getting things right means you can project your cashflow. You can find out what makes a good cashflow [here](#).

£↔ [Use our Boost Your Cashflow Checklist](#)



Setting up your budget: Income and expenditure

Budgets are tight, so more regular budget updates and realistic forecasting will help you manage your budget better.

Make sure you consider every source of income for your club and forecast how much money you will generate this year. Some of the things you'll want to include are:

- Membership subscriptions and match fees
- Merchandise sales
- Donations
- Facility hire
- Fundraising/sponsorship
- Raffles
- Advertising and events
- Grants and loans
- Bar profits



**Download a
Budget Template**

Accurately predicting your expenses will help you manage them better. Make sure you include things like:

- Pitch lease
- Grounds Manager fees
- Buildings and repairs
- Affiliation fees
- The cost of staging social activities or events
- Staff salaries
- Travel
- Utility bills
- Equipment
- Insurance
- Administration expenses
- Meetings
- Phone and internet
- Referee fees
- Catering for after match functions

Getting a good deal for your club

Budgets are tight, so more regular budget updates and realistic forecasting will help you manage your budget better.

It's the little things



From training cones and bibs, to washing powder to wash the jerseys, make sure you are getting the best deal to reduce your expenses, because it can be easy to forget about them and simply write them off. Get everyone involved in keeping an eye on the little things to reduce spend.

Reducing costs

Look at ways you can reduce costs. Make sure you know club members' off-field skills to see whether there's a member who might be able to do the work for you to reduce the cost. Could someone get you a deal on supplies or equipment?



[Watch this video for a guide to Rugby Club energy and sustainability](#)



[Sport England's Sustainability guidance](#)

Being a savvy shopper

At home we might negotiate with our energy supplier, buy insurance on comparison sites and shop around for the best deal when we're buying new technology. Making sure you're a savvy consumer for your club could save you loads of money.

Using the resources you've got



Draw on the resources you already have, both the experience and connections of your members and also existing equipment. Taking a step back to look at what you've got in your corner can open up opportunities and reduce costs you'd never thought of before.



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Boosting your income



Boosting your income: Generating revenue

Creating revenue and profit to keep the club sustainable

It is more important than ever to develop and diversify revenue streams.

[Access our support resources to enable your club to generate more revenue.](#)

< Fundraising

Think about using a variety of fundraising methods including:

- Social events: Barbeques, dance nights, quizzes
- Sponsored events: Swimathons, sky dives, marathons
- Ongoing income: 100 Clubs, scratchcards, raffles.



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Boosting your income: Bar management, facility hire and community spaces

Bar Management



From knowing the right products to sell to keeping your bar staffed appropriately, managing the bar can be a key asset to maximise your club's income.

[See our top tips and advice on running the bar at your community rugby club.](#)

What facilities do you offer?

You may feel the purpose of your club is to offer services to the members – matches, training, coaching, equipment, social events but what could you provide to the community?

- A meeting room or function room
- Coaching services in schools
- A place to meet for local voluntary groups
- Car parking

This can not only help you gain regular income but also can be helpful to mention as a benefit to the community when you apply for grants or funding.



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Boosting your income: Digital focus on fundraising

The growth of social media has provided community clubs with an ever-increasing number of channels through which to communicate their message and connect with their supporters. Club volunteers can look at the following to help generate additional club funding from the comfort of their own home by:



Looking into crowdfunding platforms

[Sport England Crowdfunding](#)

Running online quiz evenings

- You can do this yourself by using Skype, FaceTime or Zoom to hold a virtual pub quiz. Set up a [JustGiving page](#) and ask your guests to make a donation to take part.
- Or let Virtual Quiz Events do it all for you – [virtualquizevents.com](#)

Running online auctions

If you or your club members have a number of auction items or prizes that might generate some extra cash for the club, consider an online auction using the sites below:

jumblebee.co.uk

givergy.com/uk/fundraise

Promoting through social media

Use the power and reach of social media to help promote the fundraising initiatives you are undertaking online or in your local community.

Easy fundraising

Raise money for free when people make a purchase with your rugby club online shop easyfundraising.org.uk



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Boosting your income: Grants and funding information

Grant funding and external grants can help fund anything including:

- enhancing facilities
- equipment for the grounds team
- creating a junior to senior player pathway.

There are hundreds of regional and national grants funding programmes across the country. Whilst the club isn't open, why not use the time now to research your local area and see what funding might be available for local community projects, clubs and societies?

A wide range of the sources can be found here:

RFU Grantfinder

But, to make it even easier, we've broken down some of the main sources to identify the key criteria that might apply to your club:

Grants and funding

Purpose/Criteria	Funding available	Link
England Rugby Funding Initiatives.	Access to grants and loans through England Rugby and Sport England for everything from facilities improvements to crowd funding opportunities.	https://www.englandrugby.com/participation/running-your-club/funding
Magic Little Grants For projects to encourage people to participate in sports and exercise with the primary aim of improving physical health and well-being. Clubs must have an income under £250k p.a.	£500	localgiving.org/magic-little-grants
Sport Aid Cash4Clubs Cash4Clubs is a sports funding scheme giving clubs a unique chance to apply for grants to improve facilities, buy new equipment, gain qualifications and invest in the sustainability of their organisation. Applications typically open Aug/Sept.	£500 or £1000	cash-4-clubs.com

Boosting your income: Top tips for identifying sponsors

Budgets are tight, so more regular budget updates and realistic forecasting will help you manage your budget better.

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?



Boosting your income: Top tips for identifying sponsors continued

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.



Boosting your income: Top tips for identifying sponsors continued

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.



Boosting your income: Top tips for identifying sponsors continued

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.



Toolkit

Information and resources in one place.
Support when you need it.



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Top 10 tips for clubs to manage finances successfully

1. Plan ahead and make sure your daily actions follow your long-term goals.
2. Review the financial support available through England Rugby. www.englandrugby.com.
3. Use online accounting software like [Free Agent](#). FreeAgent is free for all NatWest business current account customers. However fees may apply for non-business customers.
4. Bookkeep monthly, rather than at the end of each season.
5. Set monthly achievement targets and regularly reassess against your progress.
6. Attend free Business Growth Enabler seminars on various subjects, such as cashflow management, marketing and social media. You can register for a free local event [here](#).
7. Access NatWest resources including [Boost Bitesize Guides](#).
8. Use [NatWest's Community Bankers](#) for information, attending events and resources.
9. NatWest business customers have access to Receipts within the Mobile App, which helps customers store receipts securely without the need for paper copies. Mobile App available to NatWest customers with compatible iOS and Android devices and a UK or international mobile number in specific countries. This service is available to Premier & Business Banking customers only.
10. Work with your members and community to make the most of their skills.

Useful tools to help manage your club's finances



[Use our Boost Your Cashflow Checklist](#)



[Download our fraud guides](#)



[Download a Budget Template](#)



[Watch this video for a guide to Rugby Club energy and sustainability](#)



[Watch this video to help you identify scams](#)



Thank you



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