

AIMING HIGH



SAINT FRANCIS RFC are looking to the future and have started to implement a new Development Plan that will hopefully aid the club to grow and improve.

Club President Russell MacIntosh and Chairman Vince McGahan, along with current committee have been working hard to draw up plans to ensure that the club's future is bright. Development of four key areas have been discussed at length; **Player welfare and Recruitment, Club Facilities and Equipment, Sponsorship/Fundraising** and finally the **Marketing of the club.**

When looking at **Player welfare and Recruitment**, a tangible goal was set was for the club's 1st XV to reach the Sussex One

league and to push for promotion into the London leagues within a five-year period. Additionally the idea is to strengthen the 2nd XV squad and in order to gain promotion from the Sussex Three West league and to move up within the Sussex leagues.

In order to do this, the committee understands that the club will need to bolster our current squads and are therefore looking to recruit new players.

A three part **Marketing Plan** was drawn up and put into action in order to try encourage new players to join the club.

A recruitment poster was created and distributed to players asking them to put up at their places of work or anywhere

else where they could think of that a potential player may see it.

An online recruitment campaign was started that targets users of popular Social Networking sites, and finally an online advertising campaign utilising the Google search engine was developed.

Within the first three weeks of these campaigns being live, the club has already welcomed three new players.

The Committee has drawn up a Sponsorship Package Brochure and will soon start looking for additional sponsorship so that the club can improve certain **Club Facilities and Equipment**, ideally permanent floodlighting for training would like to be purchased in the future.

A new approach to an old **Fundraising** favourite will hopefully be starting soon. The committee hopes to bring back the *100's Club* and will keep all club members posted on this.

If anybody wishes to help the club with any of these development plans, please feel free to contact any member of the committee or simply email your suggestion to: saintfrancisrfc@googlemail.com

UPCOMING EVENTS

- **Sussex Plate and Salver** Finals day to be held at Saint Francis Rugby Club, Southgate Avenue on Sunday 28th March. We would appreciate it if anyone can help out with the organisation on the day, otherwise everyone is welcome to come along and watch the games on the day.

- **VP's Lunch** at the Emerald Club on Saturday 17th April. Come enjoy some lunch, a pint and support your club all for only £5pp. Please contact Lee Puddephat on 07860 540726 to reserve your place.

- **The Saint Francis RFC** Annual Club Dinner will be held on 30th April at the Crawley Club for the third consecutive year. This year's guest speaker is English and '97 Lions legend John "Bentos" Bentley. Please contact Lee Puddephat on 07860 540726 to reserve your place.

- **Saint Francis RFC** 50th Anniversary Celebration on Sunday 2nd May. A club XV will play against a Sussex President's XV.

ALBUFEIRA TOUR 2010

THIS year marks the 50th year of Saint Francis RFC and to celebrate this momentous occasion we are planning the largest and greatest Tour, our club has ever had to Albufeira, Portugal.

We want 50 Tourists – one for each year our beloved club has been around – so start saving your money and thinking of the excuses to tell your wives and mistresses. Every year at the

dinner all the VP's always talk about touring once again with their mates... well now is the chance. So put your money where your mouth is and sign up.

Initial estimates put the cost for this amazing tour at £200pp. This will however include transport, tour memorabilia, accommodation and more importantly beer!

Tour will start on the evening of Thursday 6th May and finish on



Monday 10th May so as to avoid Easter.

If you wish to find out more details about this HUGE tour, visit the club website. <http://www.st-francis-rugby.com/Tour.shtml>

■ For all dates of future club events, photo galleries, and club news check out st-francis-rugby.com ...more online



www.st-francis-rugby.com

