



# THE BREAKDOWN

skills  
help success career relationship  
education

*No kidding - this looks like a lot but if you take a couple of minutes to read through it, we promise it will make your rugby life a little easier!*

## Recruiting & Outreach

A huge THANK YOU to all of you for working to share rugby with children! This is such a great opportunity to reach new players and help them become fans! We need fans as much as we need players, coaches and referees. Maybe even more.

We had an amazing kick off year last year thanks to Chris Schade and his tireless efforts to unite collegiate, club, high school programs and just the Columbus area rugby community in general. We're lucky to have him with us and we cannot wait to watch him play for the San Diego Legion this MLR season!

We've produced some marketing materials for you to use to make getting the word out plug-and play and as easy possible for you! Here is a description of the items:

- Instagram & Facebook post for each team and Cap City Youth in general
  - Best practice is to use an image (these files), with one line of text and a link - a picture is worth 1000 words
  - You can link to the [Cap City](#) Regional Conference page of the website or use the direct registration link for your club below
  - "Know a kid who wants to have fun? Come out and give it a try!" (Insert link here) - it can be that simple
- Flyer for each program & Cap City Youth
  - 50,000 of these flyers are being emailed to parents of school age children in the Columbus region this week
  - Use 'reduced' file version for attaching in emails and other PDF version for printing
- Use these on whatever platforms work best for you and where you feel you can help us connect with people outside of the existing rugby community - work, school, family, friends, the communities you live in

Next up, Rugby Ohio will be advertising your introductory camps. Schade is working to finalize those details with each of you and we'll ask you to help get the word out about them as well.

Here are the direct registration links for each program. Giving these to your potential registrants just makes things easier on them. It also reduces the chance of error. Every club has a 'Register' button to these sites on the [Cap City](#) Regional Conference page of our website as well. These are also saved in the Dropbox folder (button below):

- Bexley: <https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/bexleyyouthrugby>
- Columbus East:  
<https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/columbuseastyouthrugby>
- Dublin: <https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/dublinyouthrugby>
- Hilliard:  
<https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/hilliardbearsyouthrugby>
- Marysville:  
<https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/marysvillerhinosyouthrugby>
- Obetz: <https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/obetz youthrugby>
- Olentangy:  
<https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/olentangyyouthrugby>
- Pickerington:  
<https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/pickeringtonyouthrugby>
- Westerville:  
<https://reg.sportlomo.com/club/usarugby/usayouthandhs/rugbyohio/westervilleyouthrugby>
- Worthington:

[Rachael](#) Bissett is working with Rugby Ohio to help all of you with many of these tasks. Don't hesitate to reach out to her if you need anything! We'll be sending a welcome email to anyone who registers with more information, a link to the team store, an invitation to join the private FB group for each page, etc. We'll also be posting information in the private FB groups to help standardize the flow of information.

Please don't worry if you see a club being advertised that you don't think will take hold. We're going to cast a wide net with these new contacts and see what comes through. We are in a much better position this year to transfer people to the correct club, only if needed, in time for them to have the proper team shirt, get all the appropriate info, etc. before the season starts.

## Youth Recruiting Materials

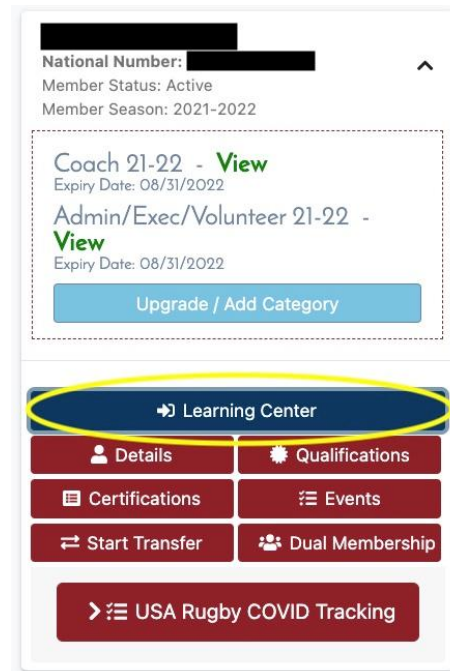
# Level 1 Coach & Level 1 Referee

USA Rugby Training & Education are pleased to be able to offer two additional sets of coach and referee courses before the season begins. Both L1 Coach (formerly Level 200) and L1 Referee courses will be offered in both locations.

**February 12 - Notre Dame College, Cleveland - 8:30am**  
**March 6 - St Xavier High School, Cincinnati - 8:30am**

To sign up for these courses, you have to go through the new Learning Center. After logging into your Sportlomo member account, click on the Learning Center bar shown in the screenshot. Click on 'My Certifications' in the Learning Center (not the Sportlomo Certifications button) to see what's in the system for you. Click on 'Course Catalog' to see the courses being offered. Click on the course you want, find the date/location you want and add it to your cart. You'll complete all of your course work in this platform for easy tracking and uploading.

These courses will fill quickly! If you need a spot, we strongly recommend you sign up ASAP.



# Coach & Admin Registration

Every person involved with a youth or high school club must be registered with USA Rugby, USA Youth & High School Rugby and Rugby Ohio. This is in keeping with the updated [Volunteer Policy](#) from USA Youth & High School Rugby. If you are already registered with another club, as a player or a coach, please select 'Dual Membership' when you login to your Sportlomo member account. You'll only pay any fee difference between what you were charged and what the new item costs. This will ensure that every volunteer is background checked and Safe Sport trained. If you are not registered, please do so at your earliest convenience. Go to your unique club registration link (see above) or login through [USA Rugby](#).

- If you do not have a current Level 1 Coach (formerly Level 200) certificate on file, please attend one of the two upcoming classes to become certified. There are still a few spots left for the Cleveland courses. Grab yours now if that date is better for you.
- Please use this link to access your SafeSport, and Background Screening. You will be prompted to login to your member account
  - Select Purchase/Register for Events
  - Login to your account
  - Add the required certification(s) to your cart
  - Select Checkout
  - Start Survey

- Help us get the word out about these programs through your network of friends, family and community members
- Register as a coach or admin with your team
- Sign up for the Level 1 Coach course if you are not yet certified and plan to coach tackle rugby. Sign up for the Level 1 Referee course if you want to help out on game days as a referee.
- Get ready for some fun with the introductory camps
- Contact us if we can help you ([Rachael](#), [Ryan](#), [Allison](#), [Schade](#))

**We cannot do this without your help. Thanks so much!**

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Forward this newsletter to a friend!

Connect with Us



[RugbyOhio.com](http://RugbyOhio.com)