Play On News 25th August 2008

O2 Pathfinders
505 O2 Pathfinders are now in place. Thank you to all involved in expanding this vital network of volunteers.

	Target	Achieved	% Target
School	800	176*	22%
College	66	103*	156%
University	114	31	27%
Club	400	195	49%

*some clarification is needed on classification of 6th form colleges.

The next focus is on recruiting more O2 Pathfinders for Universities and Colleges as this will be the area where there is the greatest movement of players over the next few weeks. It will make a huge difference to the success of the Pathfinder network if these people are in place before the start of the season, and before fresher's fairs, so that players looking for a team can make contact before they arrive – that is the unique advantage that Pathfinders will give in the retention of these players. O2 Pathfinder packs including personal organiser O2 tariff card and polo will be distributed in the next 2 weeks.

Yougofurther
The UCAS web site gives us an opportunity to make contact with every University applicant in the country. When students visit the site, we want them to be able to find and make contact with an O2 Pathfinder for their new University.

A prize is available to any University Club (which must first complete the necessary information on RugbyFirst) which creates a web page on yougofurther. They will get a kit bag containing 10 balls, a set of bibs and a set of water bottles.

Player Data Capture
Please take every opportunity to capture player details when working with groups who are likely to be moving to a new club / town. This should be done by registered O2 Pathfinders using the Play On Player Details Form.

Playing Opportunities
Local and regional events are vital to promote Play On. Events will enable us to:

1. Promote the web site www.playonrugby.com so that they can use the web site to search for a new team / club via the O2 Pathfinders
2. Capture details of players who are moving or looking for a new team / club. Please use the standard RFU form for this, which has been approved by the legal department, and send them in to the Play On administrator at Twickenham

Freshers Fairs
Each University will be provided with a banner, DVD and give away resources, to help with recruitment at Freshers Fairs. These will be distributed to RDOs and RUSLOs in the week beginning 8th September.

It will be important that opportunities are available for any player looking for a team. RUSLOs and RDOs are working hard to

- Make sure the right people are involved in player retention at freshers weeks (University Club, local club, CB, O2Pathfinder, RUSLO/CRC)
- Make sure that plans are in place for recruitment into University teams
- If the University does not have the capacity for more players, make sure that other opportunities are available and that students are aware of them.
- Make sure that contacts of all arriving freshers are kept so that they can be followed up.

Promotions
The 5 national O2 Scrum on the Beach Events have created a lot of awareness of the campaign as well as generating data capture which will be fed in to the Pathfinder network. Thank you to all the volunteers and RFU staff who have helped to make these events a success.

Prize Draw
One of the methods of bringing more players into the campaign so that we can assist them with finding a team in the next part of their rugby journey is through a prize draw at the major summer events. With a prize of spending a day watching an England squad training session, players will be asked to enter their details and where they will be going to live next season.

playonrugby.com
The web site is now fully functioning including a club search tool which includes specific searches for Colleges, Universities and women's teams. There is also a lot of fun stuff, videos and downloads. Fresh content will be added at key times such as the start of the autumn term and the 6 nations to encourage players to visit the site all year round.

Planning
Cheques have now been posted for the Community Rugby Toolkit. There are still some CBs who have not registered a Play On Campaign Leader on RugbyFirst. Please forward your CB Campaign Leader details to **charleycullender@rfu.com** so that we can communicate effectively with all CBs.